

Help shape the future of TV!

Join the BARB National
TV Viewing Panel

www.shapingtv.co.uk



Expect a call from **0800 819 9032**



KANTAR MEDIA



Thank you for your interest in joining the BARB National TV Viewing Panel.

Members of the panel directly contribute to the television industry by allowing us to measure their viewing behaviour.

Your home has been specially selected and your involvement is valued by the entire television industry. Without willing homes like yours we would never know who was watching what.

This booklet aims to answer any questions you might have about the process we use to capture television viewing on TV sets, tablets and computers.



Scott Jakeways

TV Audiences
Director

Ipsos MORI



Why are TV audiences measured?

Viewing information collected from homes on the National TV Viewing panel provides the clearest picture of who watches different programmes and when.

This information is used by broadcasters to help them understand their audience. By participating on the panel, you will influence the future of TV.

Who takes part?

Membership of the panel is not open to everyone. Only 5,100 homes take part.

Participating homes are randomly selected in a way that ensures the panel is truly representative of all UK households.

Why my home?

A cross-section of the population is needed, covering all ages and backgrounds, including people who watch little or no TV and those who don't have a TV set.

We'd like you to take part to reflect the viewing habits of people just like you.





How does it work?

The viewing on all TV sets, tablets and computers is measured for everyone in your home.

To do this, a special device we call a “TV meter” is attached to each TV set. The TV meter is simply a box which sits next to the TV and allows us to identify the programmes being watched and which member of the home is watching.

Viewing on tablets and computers is also collected. This is done by using simple applications (also known as ‘apps’) that have been designed to collect the same information as the TV meter: who is watching and what programmes are being watched.



At a glance...

TV	<ul style="list-style-type: none">• Meter connected to each TV in the home• Meter collects fingerprints of sound• Sound matched against reference library of all known TV content• Household members log their presence by pressing a button on a dedicated remote
Tablet	<ul style="list-style-type: none">• App loaded on each tablet in the home• App recognises when TV is viewed on a broadcaster app or website• Household members using the tablet log their presence on the app
Computer	<ul style="list-style-type: none">• App loaded on each computer in the home• App recognises when TV is viewed on broadcaster websites• Household members log their presence on a window that pops up on screen whenever a programme is watched

The TV Meter:

When the TV is switched on, the TV meter collects information about the channels being viewed. It does this without interfering with the TV in any way and won't affect how you use any of the existing equipment. The TV meter uses sound from the programme to identify what is being watched.



For computers (but not tablets) our app also listens to the audio coming from your device. When it detects audio it takes samples of sound that are converted into digital fingerprints. The samples are so small that they are unrecognisable to the human ear.

These fingerprints are matched to a reference library of TV content that helps us to confirm the programme being viewed.

Neither app will have a noticeable effect on how your tablet/ computer works.

Tablet/Computer App:

An app is installed on each tablet and computer in your home. The app is looking for any occasion your tablet or computer views a programme on a broadcasters' TV app or website including BBC iPlayer, ITV Hub, All4, My5, Sky Go, UKTV Play, STV Player and S4C.

When the app is installed it registers your tablet/computer on our system allowing us to find your viewing records within the viewing files we receive from the broadcasters each day.

Our system identifies your unique tablet/computer ID and links this viewing to the details we receive from your device telling us who was logged into the tablet/computer at the time.





What will I actually have to do?

We need to know who is in the room when the TV is on.

You will be given a remote control for each TV meter and each household member will be allocated a dedicated button on the remote control.

We need you to press your button when:

- You are in the room and the TV is turned on
- You enter the room and the TV is on
- You leave the room and the TV is on



There are separate buttons to register guests visiting your home.



For tablets and computers, you simply register who is using the device on the app.

While the task is simple, it can take a little getting used to.

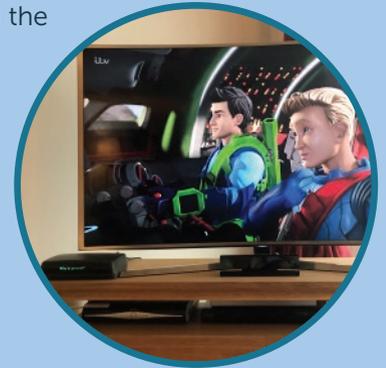
We have a team of panel managers who are available to answer any queries. They might give you a call in the first few months to check how things are going, or if they spot anything unexpected in the data.

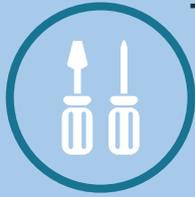
How is your viewing data returned to us?

Overnight, each TV meter sends us the viewing data for that day using the mobile phone network.

You don't have to do anything and it will cost you nothing.

If there is limited or no mobile network, then a freephone number via your landline will be used. Again, there will be no cost to you.





The installation process:

The panel is operated by Kantar Media on behalf of BARB. One of Kantar Media's technicians will visit your home to install the equipment at a time that suits you.

The technician will:

- Connect a TV meter to each TV set
- Set up a remote control for each TV meter
- Load an app onto each tablet and computer

None of what is done will affect the way your TV sets, tablets or computers work.

We recommend that you set aside a few hours for the whole process; however, this will depend on the type and number of TV sets, tablets and computers in your household and can be split across more than one visit if more convenient for you. The installation time will be confirmed when Kantar Media contact you to make the appointment for the technician to visit.

The technician will show you how to register your viewing and will be able to answer any other questions you might have about the equipment they install.



Confidentiality

Your personal details will only be held by research companies commissioned by BARB, including Ipsos MORI, Kantar Media and RSMB. Your details will only be used in connection with this study.

BARB commissioned research agencies will not disclose your identity to any third party and all your details will be held in the strictest confidence.



What happens next?

In the next few days, we will call you to confirm that:

- We have a number we can reach you on
- The details we have for you are correct
- All household members are still willing to help us by joining the panel

Without this confirmation we cannot proceed to the installation stage, so please look out for a call from us on this number **0800 819 9032**. You might want to save this number on your phone so you know it's us calling.

Once confirmed Kantar Media will make an appointment for a technician to visit.

In the meantime, if you have any questions about the panel please do not hesitate to call the Ipsos MORI team during office hours using the freephone number **0808 129 6827**.

Alternatively, you can email the team on shapingtv@ipsos.com

You can also find more information about the BARB viewing panel by visiting our website www.shapingtv.co.uk

Frequently Asked Questions



“How long does the study last?”

This is an ongoing study. We normally expect people to commit to at least a few months, but many stay on for years.



“What happens to my viewing data?”

The information will be used to understand how people are watching TV and video. Viewing data is collected overnight together with other homes from around the country. Each morning at 9:30 am this viewing data is published by BARB to give broadcasters and advertisers audience figures for the previous day's programmes.



“I don't watch TV on my tablet/computer. Does it still need to be monitored?”

Yes, we need to monitor all tablets and computers regardless of whether these are currently used to watch television.

This helps confirm that no viewing has taken place or shows when people start viewing on their tablet or computer.



“Will it cost me anything?”

The television meters require a constant mains supply, and part of the rewards payment is designed to cover the small amount of electricity they use.

Each device uses less than 0.2kWh, roughly equal to 3p per day.



“When I use online banking or log into a secure website can you see my username, password, or my balance?”

The app does not access details of websites visited. We cannot see any of your personal information or anything that you do, or type on your tablet or computer.



“Will the app slow down my tablet/ computer or make websites slower to load?”

No, the app is very small in size and uses only a small amount of your tablet/computer’s processor.



“Do you sell my data to advertisers or marketers so they can target me with junk emails or nuisance telephone calls?”

No, all the viewing figures we publish are completely anonymised and we guarantee your participation in the BARB panel will never result in any calls, emails or post not directly relating to the BARB panel.



“I don’t want you to see what my children are doing on our tablets and computers. I’m worried you may be able to record their online activity including chats and emails.”

Our apps are designed to be as simple and unintrusive as possible and only see information we need to match people to programmes being watched. We absolutely cannot read instant messages, emails or any other personal communications and the fingerprints of sound we take are too small to be recognised by the human ear.



“I am worried you will monitor my email account and access my contact list to send junk or spam to all my friends.”

No, we are not able to access any emails, documents or contact lists stored on your tablet/computer or viewed online.



“Will you be able to monitor my work tablet / computer?”

We want to capture all TV viewing on any device capable of accessing TV content, this includes tablets/computers that are used for work purposes. Unfortunately, there are circumstances where a computer provided by an employer means we cannot install our app. On these occasions, we would install on all other devices apart from that one.

About Ipsos MORI

Ipsos MORI is an independent research company working on behalf of BARB. Ipsos MORI conducts the BARB National TV Viewing Survey and identifies eligible households to join the TV Panel.

For more information, visit www.ipsos-mori.com

About Kantar Media

Kantar Media is a research company that has been asked by BARB to operate the TV Viewing panel.

For more information, visit www.kantarmedia.com

About RSMB

RSMB is responsible for the methodology, statistical design and quality control of the overall research on behalf of BARB.

For more information, visit www.rsmb.co.uk

About BARB

BARB, the Broadcasters' Audience Research Board, provides the TV industry with viewing figures, primarily for television programmes, channels, and commercials. It also collects viewing data for TV programmes and video delivered online.

BARB is jointly owned by the BBC, ITV, Channel 4, Channel 5, Sky, UKTV and IPA.



BARB also provides audience figures to a wide range of other broadcasters.

For more information, visit www.barb.co.uk



In Summary

Viewing on all TV sets, tablets and computers in the home is captured by connecting a meter to each TV set and loading an app on each tablet and computer.

Everyone in the household needs to take part by registering their viewing on TVs using a dedicated remote, and on tablets and computers by pressing their dedicated button on screen.

Homes and individuals collect points while on the panel which can be exchanged for a range of high street vouchers and goods.

Don't forget, the next steps:

1. We'll call you to ensure we have all the correct details and that you are happy to continue, the call will come from:

0800 819 9032

If we don't manage to get hold of you in the next 7 days, feel free to call us on this same freephone number.

2. Following that, Kantar Media will contact you to organise a preferred time to install the TV metering equipment.

For further details on what to expect on installation day please watch the BARB installation day video on our shapingtv.co.uk website, where you'll also find further videos showing what's involved in being on the panel.

If you have any queries, you can call our helpline number on **0808 129 6827**

More detailed information can be found on our website:

www.shapingtv.co.uk