

Joining the Barb National TV Viewing Panel



HELP SHAPE THE FUTURE OF TV

www.shapingtv.co.uk



KANTAR

Version 13



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.

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



Scott Jakeways
TV Audiences
Director
Ipsos



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?

Not everyone can be part of the panel; only a few thousand 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, computers and smartphones is measured for everyone in your home.

To do this:

- Everyone in the home needs to agree
- We place a small tablet-style device near each TV set which allows us to identify the programmes being watched and which member of the home is watching.
- Another small device is also connected directly to your broadband router for us to collect viewing information for tablets, computers and smartphones on your network.



Confidentiality

Barb commissioned research agencies (Ipsos, Kantar and RSMB) will not disclose your identity to any third party and all your details will be held in the strictest confidence.

Your personal details, and the people in your home, will only be held by the research companies commissioned by Barb, and will only be used in connection with this study

At a glance...

TVs

- TV 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 or selecting their avatar

Tablets, computers and smartphones

- Focal Meter is connected to the home broadband router
- Focal Meter collects information from specific entertainment TV services
- Panel members provide information regarding viewing behaviour and device ownership

For TVs: 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 tablets, computers and smartphones: The Focal Meter

The Focal Meter only collects information from specific TV services and cannot see anything else that you or your household members do on any other website or app. We absolutely cannot read instant messages, emails or any other personal communications.

A list of all the services measured by the Focal Meter can be found here:
www.virtualmeter.co.uk/focalmeter

At the time of printing, these are: Acorn TV, Apple TV+, Britbox, Chili, Dailymotion, DAZN, Disney+, Hayu, Highbrow, Hopster, Netflix, Pluto TV Non-Linear URL, POP Player, Prime Video, Rakuten TV, Samsung TV Plus, TikTok, TVPlayer, Twitch, Vevo, Virgin Media Non-Linear, W4FREE, YouTube (and Google Video), YuppTV.

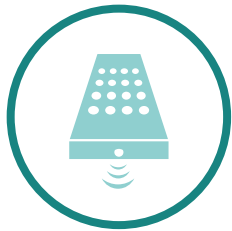
The Focal Meter will not have a noticeable effect on how your broadband or devices work.



If you don't have a broadband router: The Virtual Meter

For homes that do not have a broadband router an app, called Virtual Meter, will be installed on each tablet, computer and smartphone in the home instead of installing a Focal Meter. The app is designed to collect the same information as the Focal Meter and cannot see anything else that you or your household members do on any other website or app.

The app will not affect the way any of your devices work.



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. You can also

log in on the meter touch screen by selecting your avatar.

We need you to press your button or select your avatar 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.



Once the installation process is complete for tablets, computers and smartphones, you don't have to do anything. The Focal Meter does everything automatically.

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.

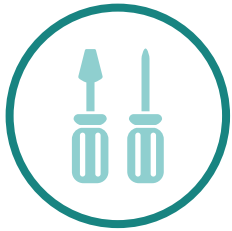
How is your viewing data returned to us?

Each TV meter sends us the viewing data throughout the day, typically using your Wi-Fi network, or else using integrated SIM cards.

You don't have to do anything, and it will cost you nothing to return the data.

If there is no Wi-Fi or 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 on behalf of Barb. One of Kantar'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
- Connect a Focal Meter to your broadband router
- Check equipment is operating properly
- Show you how to register your viewing
- Answer questions you might have about the equipment they install

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

How long will it take?

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, computers and smartphones in your household and can accommodate and split across more than one visit, if more convenient for you.

The installation time will be confirmed when Kantar contact you to make the appointment for the technician to visit.



Homes without a broadband router:

For homes that do not have a broadband router, an app will be installed on each tablet, computer and smartphone in the home instead of installing a Focal Meter. If a device is not available on the day of the installation, we will ask you either to call the helpdesk or set up another appointment to get the missing device installed with the Virtual Meter app. If the missing device is a smartphone or a tablet this can be done on the phone. However, if it is a desktop or laptop, we will need to book in another technician visit to get it installed.



What happens next?

In the next few days, we will contact you by SMS and email and will include a link to confirm that:

- We have a number we can reach you on
- The details we have for you are correct
- All household members understand what is involved and agreed to take part

If you don't complete the online form within two days, we will then try to call you from this number:

020 3602 0717

Kantar will then make an appointment for a technician to visit and they will set up the rewards scheme. In the meantime, if you have any questions about the panel please do not hesitate to call the Ipsos 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 will I be on the panel for?”

It is up to you. Once you join the panel, there is no commitment on how long you should stay on the panel. We normally expect people to commit to at least a few months, but many stay on for several years.



“What happens to my viewing data?”

The information will be used to understand how people are watching TV and entertainment services. 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/smartphone. Does it still need to be monitored?”

Yes, we need to monitor all tablets, computers and smartphones regardless of whether these are currently used to watch television or are just used for working purposes.

This helps confirm that no viewing has taken place or shows when people start viewing.



“Will it cost me anything?”

The TV Meters and Focal Meter meters require a constant mains supply, and part of the rewards payment is designed to cover the electricity they use.

The value of your incentives will have been provided during the original recruitment interview. These will be based on the responses provided at the time. The installation engineer will be able to confirm running costs once your meters are installed.

Each TV Meter uses around 0.25kWh, roughly equal to 8p per day or £31 per year. The Focal Meter uses around 0.05kWh, which is around 2p per day or £6 per year.

*These costs are based on the electricity price cap as of January 2023.



“Would I need to leave my router and Focal Meter plugged in overnight?”

Once installed we would ask you not to unplug your Focal Meter.

It would be preferable to keep your router plugged in as well as this allows the Focal Meter to communicate the data back to us.



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

No, the Focal Meter and the Virtual Meter app are configured so that only traffic from a select number of services is being measured.



How big is the device which is attached to my TV set?

It's a 7" tablet with product dimensions 188 x 110 x 21mm.



“Will the Focal Meter affect my broadband speed?”

Data is transferred between the router and the Focal Meter but any impact to upload speeds is negligible. Download speeds are unaffected as there is no interception of incoming traffic.



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

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



“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 or viewed on your tablet, computer or smartphone. We absolutely cannot read instant messages, emails or any other personal communications.



“I have a work computer at home, does this need to be monitored?”

All TVs, laptops and smartphones are to be included, including work devices. If you are using VPN (virtual private network) to access your work server like most companies require nowadays, the focal meter cannot measure TV viewership for these computers. If you are using your work computer for TV viewership but not logging in via the VPN, then the focal meter can measure your viewership. Again nothing is installed on any device, the focal meter is attached to the router and passively measures viewership on all devices in the household.

About Ipsos

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

For more information, visit www.ipsos.com

About Kantar

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

For more information, visit www.kantar.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 Audiences Ltd provides the UK TV and advertising industry with viewing figures for television channels, video-on-demand services and video-sharing platforms.

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

We would like your home to help us shape the future of TV by joining the Barb panel and allowing us to measure your viewing behaviour. Viewing on all TV sets, tablets, computers and smartphones in the home is captured by connecting a TV meter to each TV set and installing a Focal Meter to the home broadband router.

Everyone in the household needs to take part by registering their viewing on TVs using a dedicated remote. Viewing online on other devices is collected automatically and once registered, requires no further involvement from household members.

As a thank you, 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. You will receive a link to complete and confirm that we have all the correct details and that you are happy to continue. If you don't complete within two days, we will call you from:

020 3602 0717

2. Following that, Kantar will contact you to organise a preferred time to install the TV metering equipment. If you have any queries, you can call our helpline number on 0808 129 6827 (calls are free from all UK landlines and mobiles).

More detailed information can be found on our website:

www.shapingtv.co.uk