

Joining the Barb Viewing Panel

# WHAT PEOPLE WATCH



[www.whatpeoplewatch.co.uk](http://www.whatpeoplewatch.co.uk)

## Ipsos statement

Thank you for your interest in joining the Barb viewing panel.

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

Your home has been specially selected to ask if you will agree to take part. In doing so, you will be joining a research study that is more than four decades old and your help and involvement will be valued by the entire media industry. Without willing homes like yours we would never have a clear picture of who was watching what.

This booklet provides information about the panel, what it is and why the data we collect is so important. It also tells you about what being a panel home actually means, the requirements from panel members and the rewards that you can expect to receive.

Thank you again for your time, we hope you agree to join the Barb viewing panel

**Scott Jakeways**  
Research Director  
Ipsos, Audience Measurement

## 1981

### Barb formed

## 1989

### House of Commons Televised

## 1992

### Barb reporting 17 channels

## 2006

### Barb reporting 227 channels

## 2022

### Netflix signs up for Barb

## About Barb

Barb is responsible for understanding what people watch in the UK and producing audience viewing figures. It is jointly owned by the BBC, ITV, Channel 4, Channel 5, Sky and the Institute of Practitioners in Advertising (IPA).

Barb was formed in 1981 to measure viewing of the three broadcast channels that existed at that time.

Today, Barb integrates people-based panel data with online viewing data to measure viewing across more than 280 broadcast channels and streaming services, delivered onto and consumed via multiple platforms and devices.

Barb delivers definitive and trusted audience data and actionable insight, empowering the transformation of the UK TV and advertising industry.



You can find out more about Barb by visiting [www.barb.co.uk](http://www.barb.co.uk)

## Barb viewing data

Barb has two sources of data:

1. People-based data: from the Barb panel
2. Device based census data for online TV viewing

These are combined to create daily estimates of programme audiences from all sources and on all devices.

These data fulfil three purposes:

1. To support decision that are made in the making and distribution of great programmes
2. To support the planning and buying of ad campaigns
3. To inform how broadcasters and other media services operate in the public interest



## How is the data used

New Barb data has been an absolute revelation, the most joyous journey, it is completely necessary to commissioning conversation

**Rachel Shaw:**  
**BBC Portfolio Head of Audience**

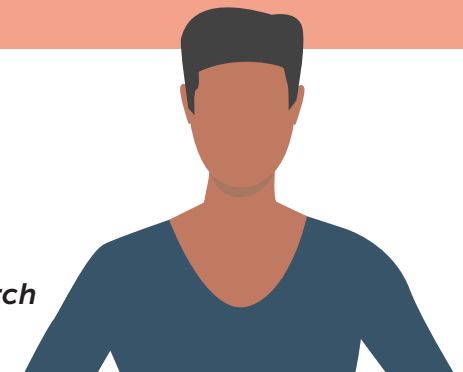


Really clear pictures of the landscape of viewers, it helps us develop better plans for our clients

**Vicky Fox:**  
**OMD UK : Chief Planning Officer**

The data is transformative, the first time we are getting to understand viewing across platforms, we can make decisions about viewing time

**Martin Greenbank :**  
**Channel 4 – Head of Research and Measurement**





## The Barb viewing panel

The viewing panel is the main source of data used by Barb and we are currently in the process of expanding this panel up to 7,000 homes, which is around 16,000 people.

It is a sample of carefully recruited households, just like yours, selected by geography, demographics and TV platform to mirror the entire UK.

So that we know who is watching television, a meter is attached to each TV set in panel homes. People in these homes use a special remote, with dedicated buttons, to confirm who is watching. They press buttons whenever they enter or leave the room.

To work out what is being watched, the TV-set meters take audio samples of the sounds on panellist's TV sets, which are then matched to a reference library of TV content.

Where available, there is also a meter attached to the WiFi router in panel homes, to pick up viewing of video-on-demand and file sharing services, such as Netflix and YouTube, by any member of the home on any device.

The panel is operated by Kantar on behalf of Barb, while Ipsos find suitable homes, just like yours, to join the panel.



## The panel reward scheme

In return for your help panel homes receive regular rewards.

Once your home is installed you will start collecting points that can be exchanged for rewards. 1,000 points is equivalent to £1 worth of goods/ vouchers and are simple to redeem. There are around 4,500 individual items to choose from and more than 75 online and high street stores.

The exact value of your rewards will depend on the number of people and number of TV sets in your home, with the average value for a 2 adult, 2 set home being £236 per year.

In addition, new homes will receive £50 worth of panel points once they are installed and data starts to be returned to us.



## How the panel works

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

### To do this:

- Everyone in home needs to take part, excluding children under the age of 4.
- A TV-set meter is attached to each TV set.
  - These take samples of the sound being played through the TV which are compared to a reference library of all available content, allowing us to identify the programme being watched.
  - Household members log their presence by pressing a button on a dedicated remote. This tells us who is watching.
  - Any guests can register their presence in a similar way.
- Viewing on tablets, smartphones and computers is also collected.
  - If the home has a WiFi router, a meter is attached.
  - Homes without a router will have apps loaded onto all devices capable of connecting to the internet and showing TV programmes.
  - Our meter and apps are only designed to measure your viewing of online video. They will only capture and report your viewing from a prescribed list of broadcasters and other video services. You can see exactly which services are included at any time by following this link [www.virtualmeter.co.uk/focalmeter](http://www.virtualmeter.co.uk/focalmeter).
  - Devices are registered to members of the household, this tells us who is watching.

The meters are installed by specially trained technicians who will visit your home for this purpose. They will ensure that, once connected, the meters will not interfere with your equipment in any way.

Once your home is installed, there should be very little for you to actually do – our processes have been designed to be as unobtrusive as possible. You simply need to let us know who is watching on any TV set through the push of a button.

If you do have any questions or problems, we have a team of panel managers who are available to contact. They may give you a call in the first few weeks to check how things are going, or if they spot anything unexpected in the data.



### Current listed services

- Acorn TV
- All 4
- Amazon Prime
- Apple TV+
- BBC iPlayer
- Britbox
- BT Sport
- Chili
- Dailymotion
- DAZN
- Discovery+
- Disney+
- Hayu
- ITV Hub
- My5
- Netflix
- NOW
- Pluto TV
- POP Player
- Rakuten TV
- S4C Clic
- Samsung TV Plus
- Sky
- STV Player
- TikTok
- Twitch TV
- UKTV Play
- Vevo
- Virgin Media
- W4FREE
- YouTube
- Yupp TV

## The installation process

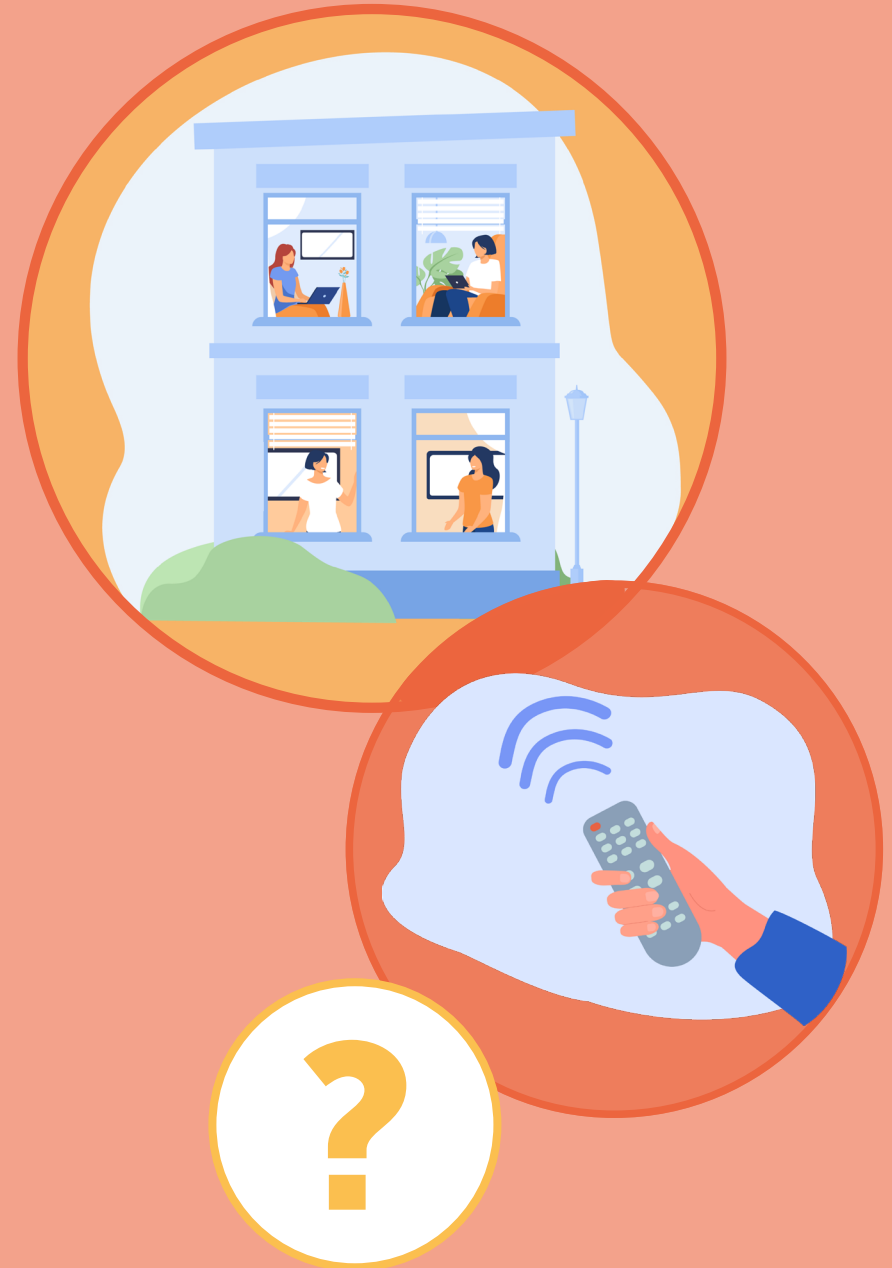
The panel is operated by Kantar on behalf of Barb. Kantar will arrange for one of their technicians to visit your home to install the equipment needed. This will be arranged at a time that suits you.

On installation day, the technician will:

- Connect a TV-set meter to each TV set and set up a remote
- If you have WiFi, connect a meter to your router
- If you don't have WiFi, load apps onto any available devices (and show you how this can be done for any that aren't available)
- Register the devices in your home
- Check that the meters are working properly, including a test to show that data is being returned to us
- Check that all your equipment is operating as normal
- Show you how to set up your panel reward account and how to redeem your rewards
- Answer any questions that you might have

The installation process is important, and ensures both the meters and your equipment is operating properly. We expect an average home to take around 2-3 hours to complete but this will vary and depends on the number of TV sets and range of equipment in your home. Aside from installing the meters, we take great care to ensure panel homes are not impacted in any other way.

As a thank you for allowing us access to your home and for any time it takes to install the meters, we offer new homes an additional £50 of panel points. These will be added to your account alongside your first set of monthly rewards.



## We'd like to join the panel, what happens next?

That's great, there are just three simple steps to complete:

### 1. Recruitment

Complete your recruitment interview to register your interest with us

### 2. Confirmation

Following recruitment, we ask each home to confirm their interest in joining the panel. There are two ways to do this: either by completing a short, online form or by speaking to a member of our telephone team

This allows time for you to read our data privacy policy and to confirm that everyone in the home is willing to take part, and it allows us to answer any questions you might have and to check that we have all the information we need.

- **Online confirmation:**

if you have completed your recruitment interview by speaking to one of our interviewing team then you will be offered the option to confirm online: look out for the messages that will be sent to your mobile phone or email account. These will contain a link to an online survey. Simply complete this in the next few days.

- **Telephone confirmation:**

for anyone not completing online, one of our telephone team will call you shortly after you complete your recruitment interview. Please look out for a call from **020 3602 0717**.

If you don't tend to answer any unknown numbers, you may find it helpful to add this to your contacts so that you know it's us calling.

## Next steps:

### 3. Installation

Following confirmation, your details will be passed to Kantar who will contact you to book in your technician visit. This will complete your installation.



### 4. Contacting us:

in the meantime, if you have any questions about joining the panel you can call a member of the Ipsos team on

0808 129 6827 or email us at:

**barbpanel@ipsos.com**

or visit our website **www.whatpeoplewatch.co.uk**



## Confidentiality and data protection

Our aim is to report on what people watch and nothing else. To do this we ask for, and are reliant upon the help of the public. We simply couldn't do what we are able to do without homes like yours agreeing to help. In return we guarantee that we will protect any data that you share with us and that it will not be used for any other purpose.

In creating and delivering audience estimates:

- Your personal data will only ever be used to measure how many people watch television programmes, commercials, channels and services and will never be used for any other purpose.
- Your personal data will not be shared with anyone outside of the group of Barb commissioned research agencies.
- Your personal data will be kept confidential, and you cannot be identified from the viewing figures we publish, meaning:
  - You will only receive communications directly related to the Barb viewing panel.
  - Nobody will ever try to sell you anything as a result of your participation.
- Personal data will not be captured from your online devices. The technology we use have been designed only to collect and return the data we need to produce audience estimates for UK TV and Video services.



Please refer to our data privacy policy for more details about how we use your personal data.



## 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](http://www.ipsos.com)

## KANTAR 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](http://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](http://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.

For more information visit [www.barb.co.uk](http://www.barb.co.uk)

## Frequently Asked Questions



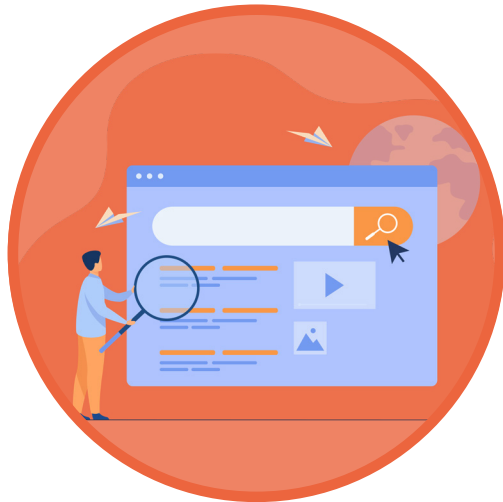
### “How long will I be on the panel for?”

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.



### 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 it cost me anything?”

The 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 meter uses around 0.25kWh of electricity per day, roughly equal to 8p per day or £31 per year. The Focal Meter uses around 0.05kWh per day, 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 meter plugged in overnight?”

Once installed we would ask you not to unplug your meter.

It would be preferable to keep your router plugged in as well as this allows the 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 meter is configured so that only traffic from a select number of services is being measured.





**“Will the meter affect my broadband speed?”**

Data is transferred between the router and the 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 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 meter can measure your viewership. Again nothing is installed on any device, the meter is attached to the router and passively measures viewership on all devices in the household.



## Summary

We'd like your home to help us measure what people watch by joining the Barb viewing panel.

Everyone in your home needs to agree to take part by registering their viewing on TVs. Viewing online is also collected from a prescribed list of broadcasters and other video services.

As a thank you for your participation, while on the panel you will collect points that can be exchanged for vouchers or for goods and services at a range of high street stores.

Don't forget, the next steps:

1. Look out for our follow up – to confirm you want to continue
  - This will either be a message to your phone or email account that will include a link to an online form
  - Or you will receive a call from us on:

**020 3602 0717**

2. Following this, Kantar will contact you to arrange a time to install the metering equipment

If you have any questions you can call us on 0808 129 6827 (calls are free from UK mobiles and landlines), email [barbpanel@ipsos.com](mailto:barbpanel@ipsos.com) or visit our website

**[www.whatpeoplewatch.co.uk](http://www.whatpeoplewatch.co.uk)**