

Sources of Information



BARB stand for 'Broadcasters' Audience Research Board', was founded in 1981 and is an organisation that observes audience measurement and television ratings in the UK. BARB is owned by the BBC, ITV, Channel 4, Channel 5 and SKY. To find out who is watching TV and what they are watching, the company gets around 5,000 households to agree to be a part of the representative sample for the national ratings estimates. Nielsen's statistics show that 99 million households have TVs in the United States, so Nielsen's sample is not very large.

The three main research companies that have been contracted to provide data for BARB are Ipsos MORI, RSMB and Kantar Media. Firstly Ipsos MORI is a leading UK research company with global reach. They conduct surveys for wide range of major organisations as well as other market research agencies. Ipsos MORI's research is conducted via a wide range of methodologies, especially computer-assisted telephone interviews. Secondly RSMB, Limited was established in 1987 to offer high quality design and operations in the field of television audience measurement, they are the only research organisation that has provided an audience measurement service to BARB. RSMB were initially tasked with undertaking specifically focused research of the developing satellite television market. RSMB is also responsible for the data integration stage of the IPA TouchPoints initiative, which is widely regarded as having broken new ground in terms of cross-media research. Finally Kantar Media is the data investment management division of WPP and one of the world's largest consultancy groups. Kantar Media offers a range of media insights and audience measurement services through the analysis of print, radio, TV, internet, cinema, mobile. Kantar Media delivers the best in class data and services to help their clients drive communications strategies efficiently and effectively.

The BARB panel is a sample of a very carefully recruited household which represent television viewings across the nation. BARB's research covers five questions who is watching? What are they watching? When are they watching? Which screen are they watching on? And how did the content get to the screen. BARB interviews each household every week for the establishment survey, it helps them recognized the types of homes they need to have on their panel. From the establishment survey they can identify the change of forms viewings whether it is the type of service they use or the use of specific service used such as Netflix or Amazon. The establishment survey detects which household is will to be on the panel, after the household is then chosen by their demographics TV platform and geography. BARB is developing a system called project Dovetail which will harness the strength of their panel and the benefits of the device base data.

The data that is collected by BARB is very useful for advertisers because it helps them understand what type of adverts they need to make and when to put it on at an appropriate time on the TV. Once BARB has worked out which members of their represented panel are on any device and which content their watching BARB delivers the information to their clients/advertisers, so that they can judge the success of their advert and their campaigns. Depending on the ad, advertisers need to know exactly when they need to show their own advert and what time, for example an advert about a new washing machine or cleaning product would be shown during the hours of 2-4, stereotypically because those are the time 'Housewives' would be at home watching the TV.

Rate Cards

A rate card is a document containing a list of descriptions for various adverts placements, which is available for the media outlet, it is also a list of prices. A rate card is a document provided by a newspaper or other print publication featuring the organization's rate for advertising. It may also

detail any deadlines, demographics, policies, additional fees and artwork requirements. The smaller the publication, the less information that may be available in the rate card. The Rate Card is divided into three parts. Part A sets out the Fees payable, Part B sets out the general terms and conditions, and Part C sets out definitions of words and expressions capitalised in this Rate Card.

Advertising Packs

Advertising packs are information packs that include information that helps the advertisers make informed decisions about when they should advertise certain products. These packs include information on Brand overviews, detailed audience profiles, product overviews, website statistics, product events and licences.

Advertising Research Agencies

Advertising agencies make adverts tailored to the client's needs, they can range from small home based businesses. It is a company offering market research services to clients, comprising a group of researchers and an administrative infrastructure. The agency may offer qualitative research or quantitative research. The agency works closely with the clients to gather information and introduce the new ideas to their campaign, followed by the creative process of actually making the advert.