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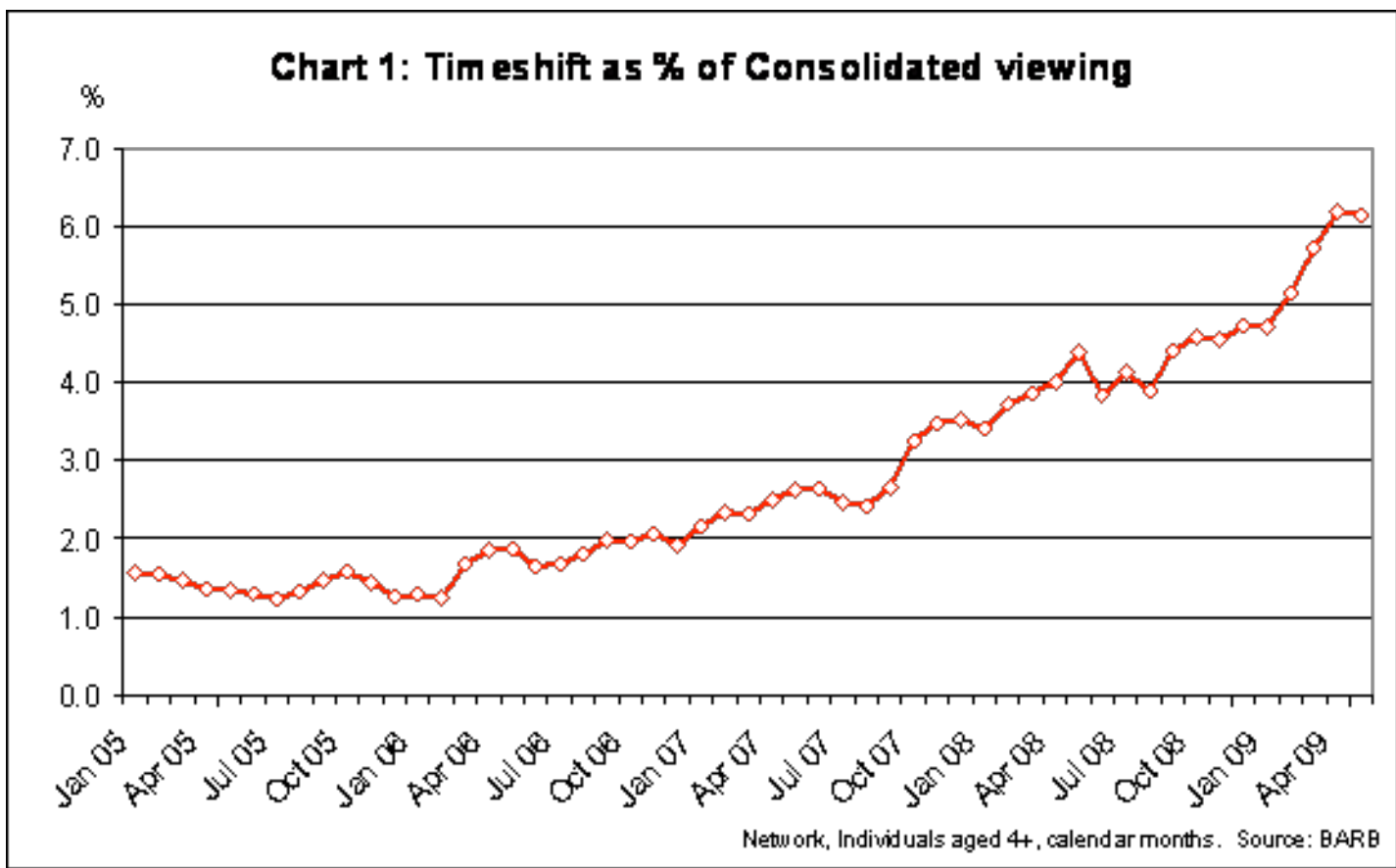
- BARB
- BMWG
- EGTA



VCR's



INDIVIDUALS DAILY AVERAGE HOURS OF LIVE VIEWING





PLAYBACK

LIVE VOSDAL 7 day playback

VCR only % 98.7 0.5 0.8

PVR % 84.8 7.4 7.9

(Network/Individuals first half 2009)





WHAT IS A TELEVISION? WHAT IS VIEWING?

Broadband Measurement Working Group

- Broadcasters, Telecoms, Cable Operators, Agencies
- Two Screen Measurement
- Return path data
- Rights holders



WHAT IS A TELEVISION? WHAT IS VIEWING?

Broadband Measurement Working Group

Three work streams

- Viewing live simultaneously
- Access and view on-line
- Access, download, store and view off-line



WHAT IS A TELEVISION? WHAT IS VIEWING?

Broadband Measurement Working Group

- Census

But

- Machines



WHAT IS A TELEVISION? WHAT IS VIEWING?

Broadband Measurement Working Group

- Technically complex
- Definitions
- 'Heartbeats'
- Consistency

Simulcast versus TV – ITV

Channel	Date	Programme	Peak Stream (1 Min)	Peak BARB (5 Min Avg)
ITV1	2009-05-27	UEFA Champions League Final	61651	10.5 Million
ITV1	2009-05-30	The FA Cup Live	48820	6.7 Million
ITV2	2009-05-27	American Pie 2	174	492K
ITV2	2009-05-30	Britain's Got More Talent	2410	3.0 Million
ITV3	2009-05-27	A Touch of Frost	379	328K
ITV3	2009-05-30	Taggart	160	420K
ITV4	2009-05-27	Champions League Final Preview 2009	859	99K
ITV4	2009-05-30	FA Cup Golden Moments	97	77K



Simulcast versus TV – Sky

Channel	Date	Programme	Peak Stream (1 Min)	Peak BARB (5 Min Avg)
Sky Sports 1	2009-05-27	Champions League Final	232	2066K
Sky Sports 1	2009-06-20	British and Irish Lions, 1 st Test	2388	987K

