



**BARB – 2022 Review. 2023 Preview.**  
**What's now & what's next?**

**Winter 2023**



**Barb is the industry's standard for understanding what people watch across all platforms and devices.**

**We integrate people-based panel data with census-level online viewing data to deliver definitive, trusted and actionable insights, empowering the UK TV and advertising ecosystem**

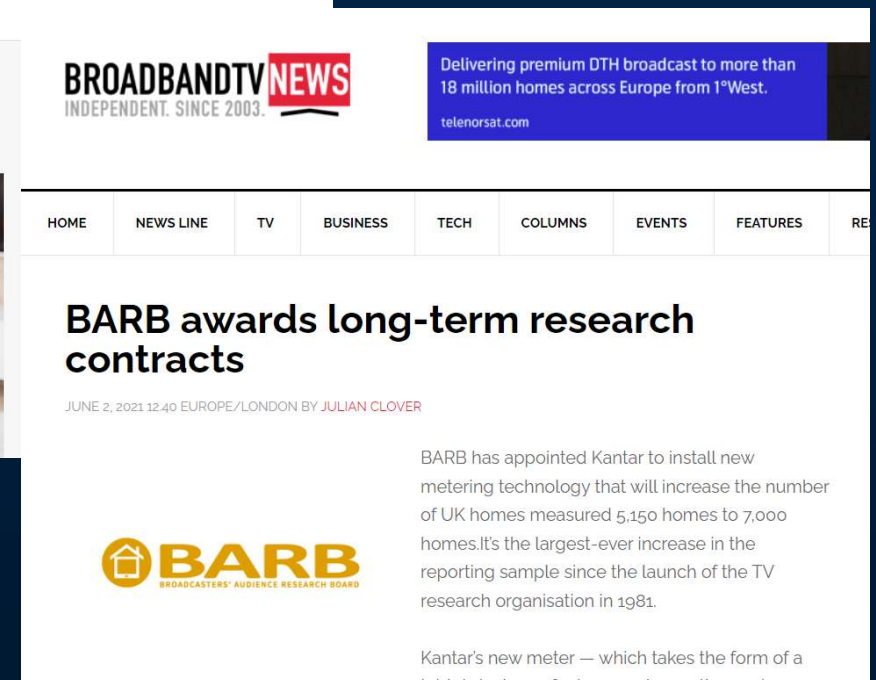
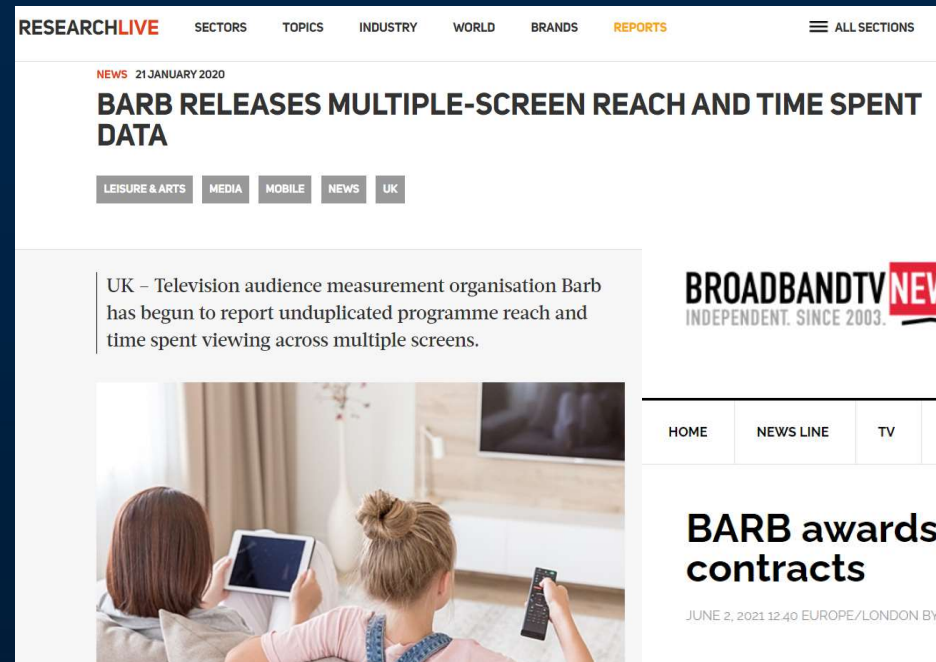
# BARB is central to the measurement of broadcasters' services



“We are also delighted to commit to a step-change in the size of our representative panel of UK homes as a result of operational improvements put forward by Kantar and RSMB during a rigorous tender process. Their experience of working with all of our industry stakeholders will ensure service enhancements are delivered while BARB maintains our reliable and robust daily reporting of television audiences.”

**Justin Sampson**

BARB CEO, June 2<sup>nd</sup> 2021



# And has extended its capability to measure SVOD and video-sharing services



“Back in 2019, at the RTS conference in Cambridge, I welcomed the idea of Netflix audiences being measured independently. We’ve kept in touch with BARB since then and are pleased to make a commitment to its trusted measurement of how people watch television in the UK.”

Reed Hastings

Netflix Co-CEO, October 12 2022

## The Media Leader Part of Advant Group

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12 Oct 2022 | Ella Sagar

### UK TV landmark as Netflix and Disney become BARB subscribers



Netflix has signed up to BARB's independent measurement of TV UK, while Disney has been a subscriber since last summer, *The M*

mrweb

### Netflix and Disney Join UK's BARB

October 17 2022

Netflix has joined Disney+ in signing up with BARB, the UK's audience measurement body - a major move for measurement of streaming services and the first time Netflix has joined an industry-owned audience currency.

Disney made the commitment as long ago as July 2021, but asked for the decision not to be publicised, according to [www.the-media-leader.com](http://www.the-media-leader.com). BARB upgraded its reporting in November last year to make streaming services an integral part of its ratings: its daily reporting includes aggregate-level viewing to SVOD/AVOD and video-sharing platforms, as well as content ratings for shows on the leading SVOD services.

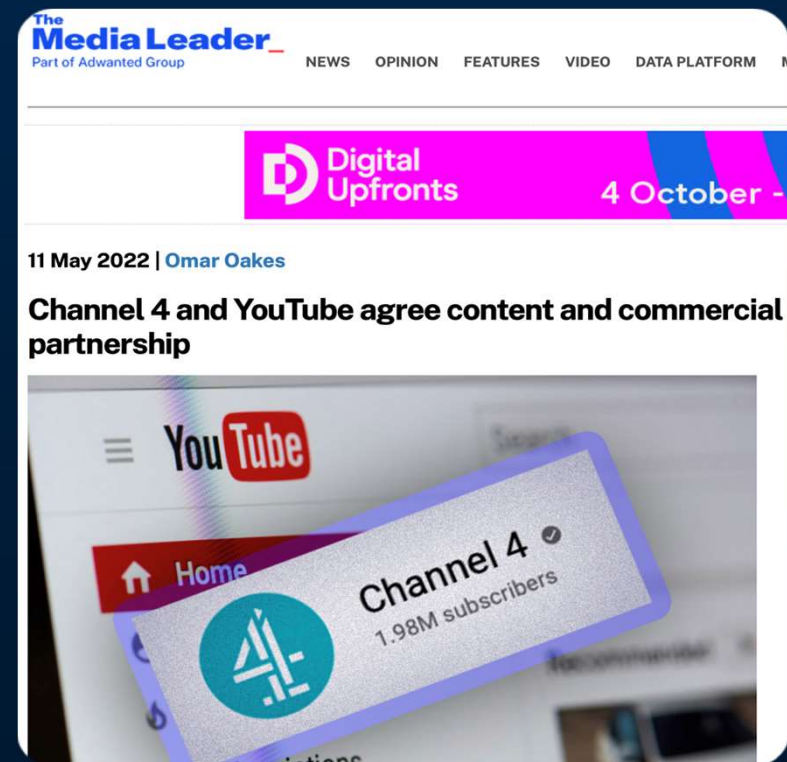
Streaming platforms Paramount+ and NOW TV are already subscribers to BARB via their connections with Channel 5 and Sky respectively. Amazon Prime is at this point in time conspicuous by its absence.

The announcement comes as Netflix gears up for the launch in a few weeks' time of its first package with advertising, in exchange for a lower monthly fee. BARB says that while Netflix and other streaming services are now well-established within the television-viewing ecosystem, broadcasters continue to account for the lion's share of viewing in the UK. In 2022 so far, broadcasters' linear channels and on-demand services account for around two-thirds of all identified viewing, and streaming (SVOD/AVOD) for just one-

Reach & time spent viewing All aged 4+ (September 2022)	Monthly Reach	Share of Total Identified Viewers
	000s	%
Reporting Universe	63,519	
Total Broadcaster Viewing	58,838	92.6
BBC	55,163	86.8
ITV	48,395	76.2
Channel 4	48,055	75.7
Sky/NBCU	38,670	60.9
Channel 5 / Paramount	42,842	67.5
UKTV Media	28,998	45.7
Discovery Networks	24,428	38.5
Narrative Entertainment	14,548	22.9
CBS AMC Networks	10,019	15.8
BT Sport	8,714	13.7
A+E Networks	9,027	14.2
All other Broadcasters	35,903	56.5
	Monthly Reach	Share of Total Identified Viewers
Total SVOD/AVOD	47,801	75.3
Netflix	40,516	63.8
Amazon	30,346	47.6
Disney+	24,078	37.9
All other AVOD/SVOD	5,236	8.2



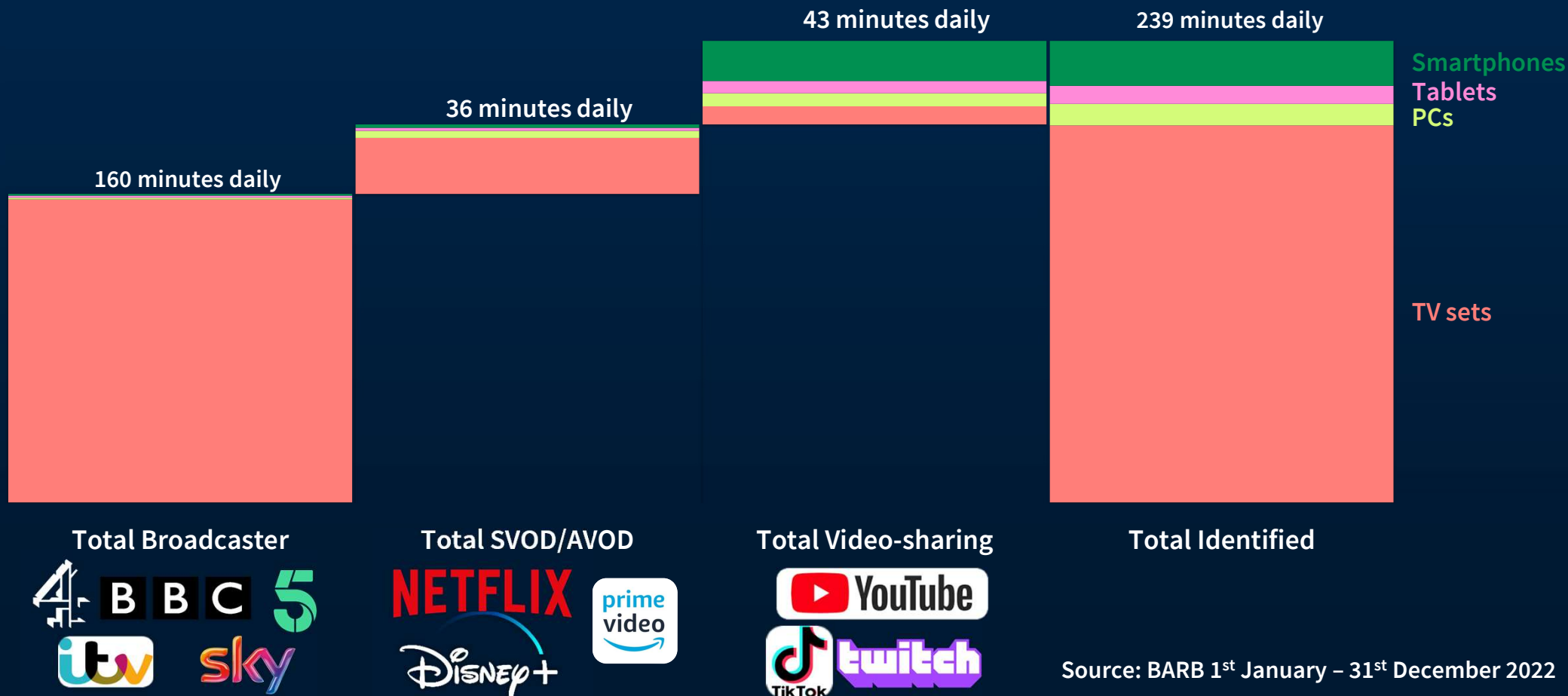
# With coverage of video-sharing platforms being developed



# We've expanded our definition of total viewing



Viewing in 2022 — All aged 4+



Source: BARB 1<sup>st</sup> January – 31<sup>st</sup> December 2022



## The top 10 most watched TV programmes of 2022 were all on linear TV

Rank	Date	Title	Service/ Channel	Aggregated average audience - all 4+ (m)
1	19 Sept	The Queen's Funeral Service*	Various	26.5
2	10 Dec	FIFA World Cup 2022: England v France	ITV1	16.9
3	4 Jun	The Queen's Platinum Jubilee	BBC1	13.1
4	29 Nov	FIFA World Cup 2022: England v Wales	BBC1	12.9
5	6 Nov	I'm a Celebrity.... Get Me Out of Here!	ITV1	12.3
6	31 Dec	Happy New Year Live!	BBC1	11.2
7	31 Jul	UEFA Women's Euro 2022: England v Germany	BBC1	11.2
8	17 Dec	Strictly Come Dancing	BBC1	10.6
9	25 Dec	HM The King	BBC1	9.5
10	14 May	Eurovision Song Contest	BBC1	9.3

\*Audience aggregated across channels for funeral service (11:00-12:06)

Source: BARB/ TechEdge 2022 – Consolidated 7-day viewing



# The top 10 SVOD shows were all on Netflix



Rank	Title	Service	Aggregated average audience - all 4+ (m)
1	FILM: Glass Onion A Knives Out Mystery (2022)	Netflix	6.7
2	Stranger Things: Series 4, Episode 8	Netflix	4.9
3	Stranger Things: S4, E9	Netflix	4.5
4	Harry and Meghan: S1, E1	Netflix	4.5
5	After Life: S3, E1	Netflix	4.1
6	Stranger Things: S4, E1	Netflix	3.9
7	FILM: The Adam Project (2022)	Netflix	3.8
8	Harry and Meghan: S1, E2	Netflix	3.8
9	Wednesday: S1, E1	Netflix	3.7
10	After Life: S3, E2	Netflix	3.7

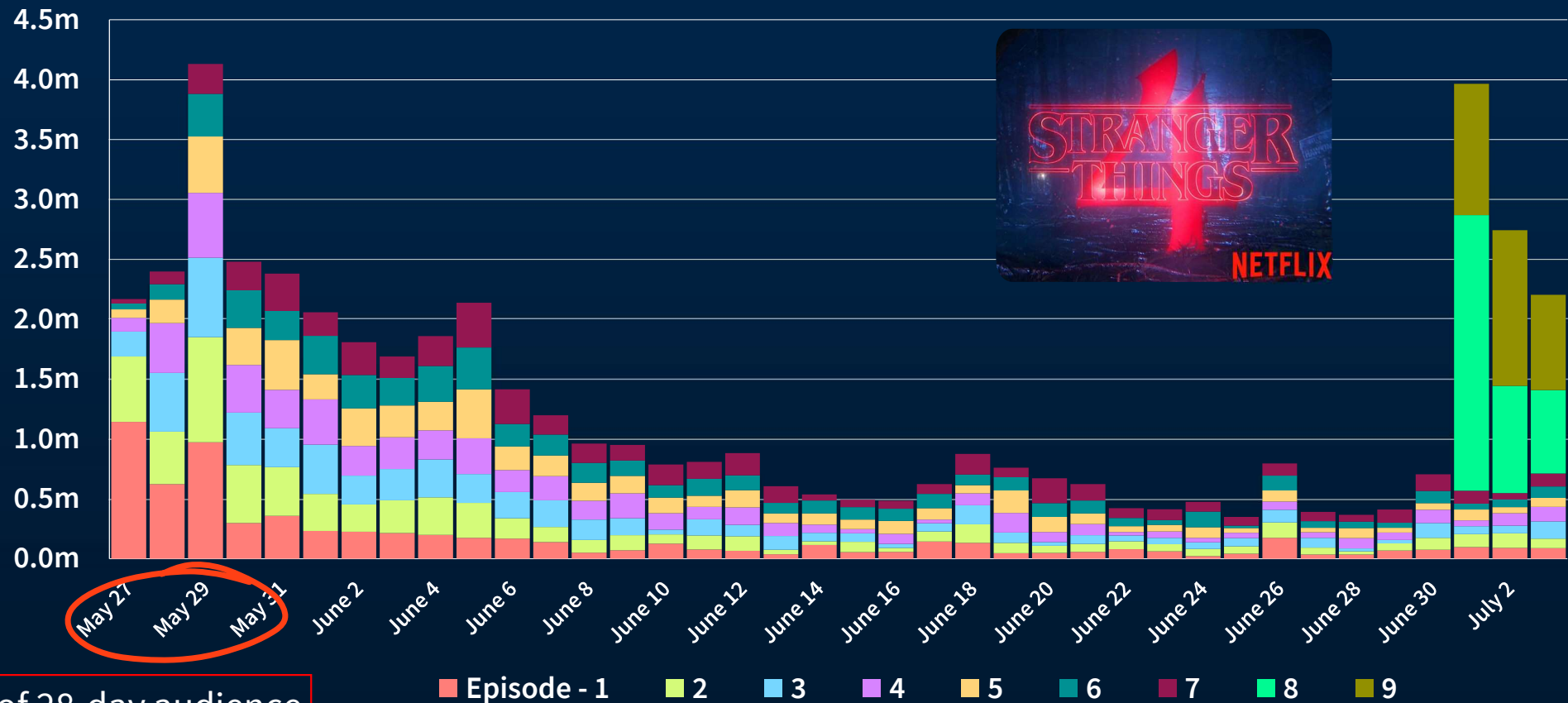
Source: BARB/ TechEdge 2022 – Aggregated viewers in first seven days from being measured



# We know the scale of binge-viewing



Stranger Things Series 4 — Daily audience age 4+



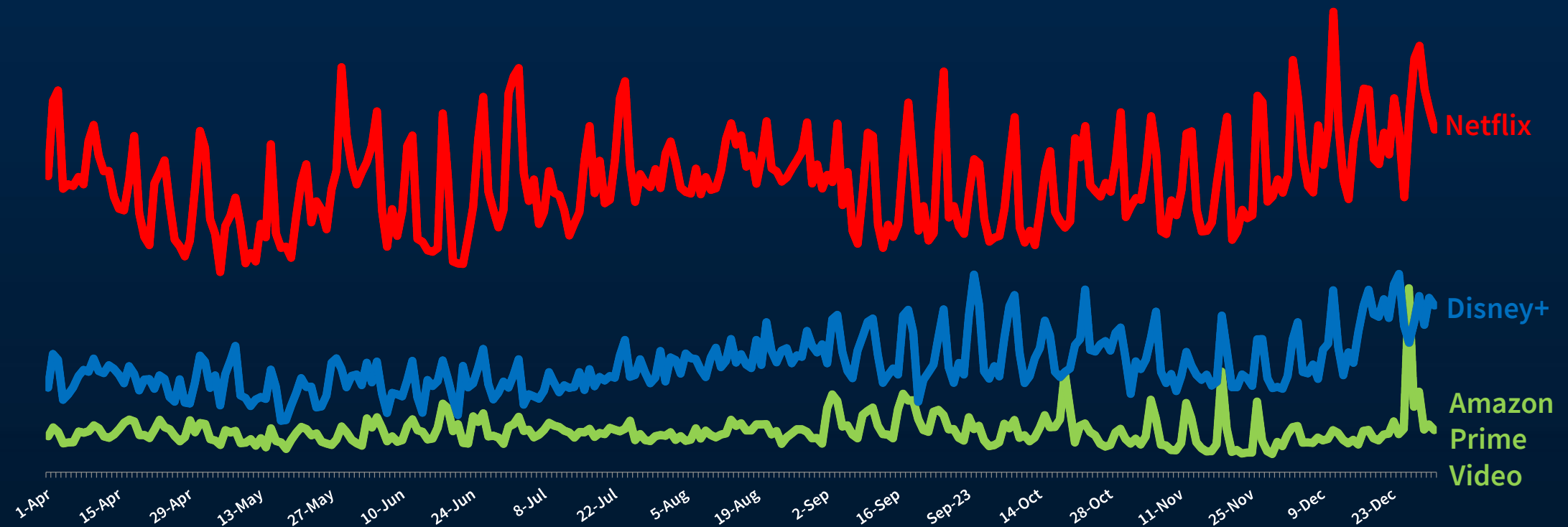
31% of 28-day audience  
in first four days

Source: BARB/ TechEdge May 27<sup>th</sup> – July 3<sup>rd</sup> 2022. Daily figures include duplication.

# All of the major SVOD services content consumption peaks at weekends



Daily average audiences for content measured by BARB



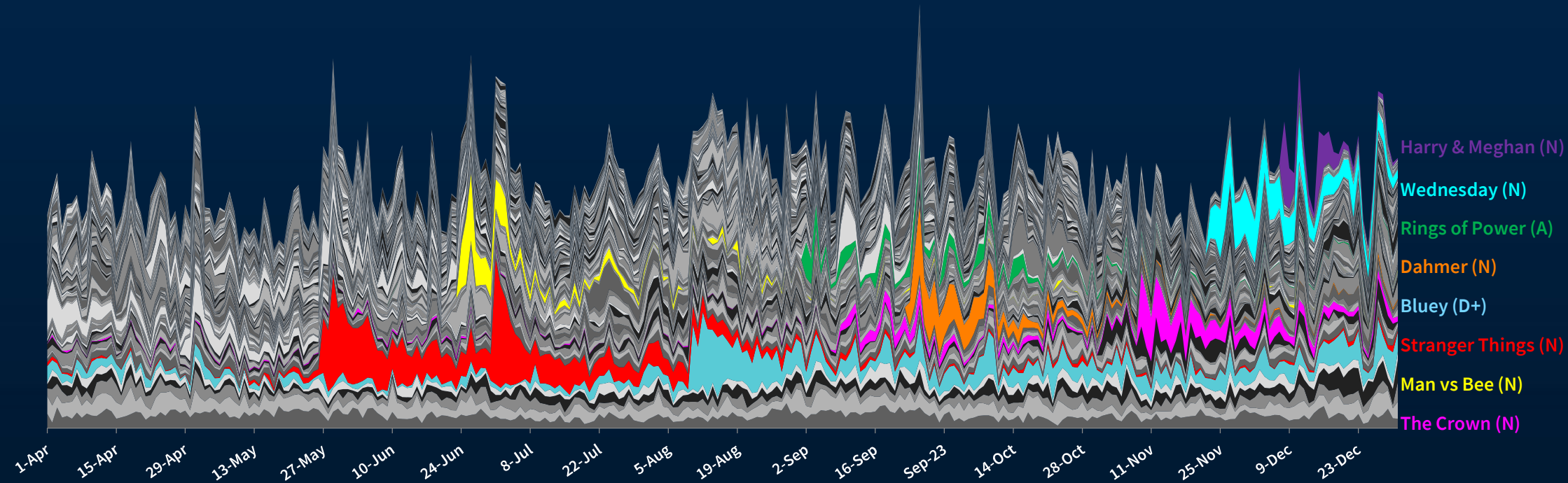
NB: BARB measures some of the content on these services and this data does not indicate the overall level of usage of each service

Source: BARB/ TechEdge

# Originals burn bright for SVOD services



Daily average audiences by SVOD show — top 100 shows



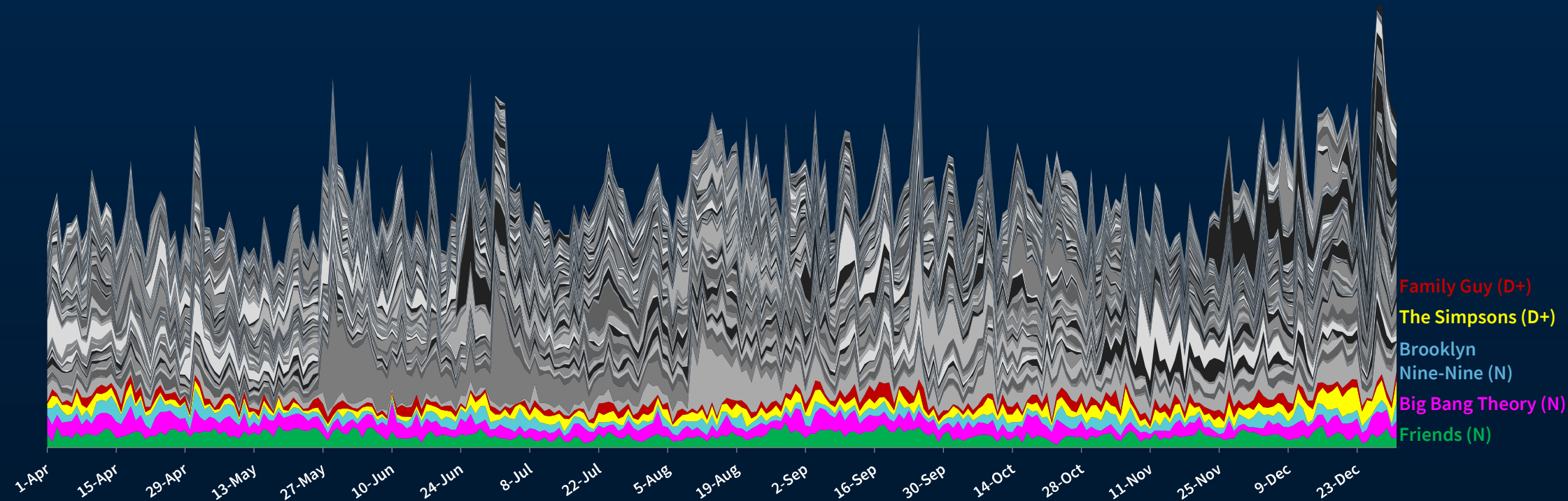
Source: BARB/ TechEdge



# Library titles provide a bedrock



Daily average audiences by SVOD show — top 100 shows



These five shows account for 18% of audiences for top 100 shows  
& 9% of audiences for all SVOD shows

Source: BARB/ TechEdge

# What's next: Defining TV-like content on video-sharing platforms



The  
**Media Leader**  
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06 Sep 2022 | [Ella Sagar](#)

## BARB launches consultation on 'TV-like content'



BARB launches consultation on 'TV-like content'



BARB has commissioned a consultation to expand its reporting to include "all television and television-like content on video-sharing platforms".

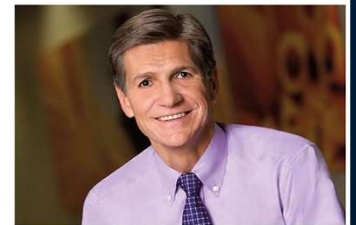
“Responsible editorial control over the quality of content”

“Where brands are proven safe”

“Where the content is known”

### Read Marc Pritchard's landmark speech on creating a 'new media supply chain'

P&G brand chief wants to prioritise transparency and control.



Pritchard: "We're on the edge of the next great revolution of technology to make people's lives better"

In a speech to the Association of National Advertisers in Florida yesterday (14 April), P&G's chief brand officer, Marc Pritchard, challenged advertisers to support a digital ecosystem that prioritises quality, civility, transparency, privacy and control. Read his full speech below.

# Options for extending reporting of SVOD



We recognise buy-side anxiety about media marking their own homework

Reporting SVOD/AVOD at service and programme-level is a good starting point

What level of involvement do SVOD/AVOD services want with industry-measurement systems?

Can we identify which panel homes are watching through an ad-supported tier?

Can we identify — independently if necessary — which ads are being watched?





# What's next: Access BARB data via API

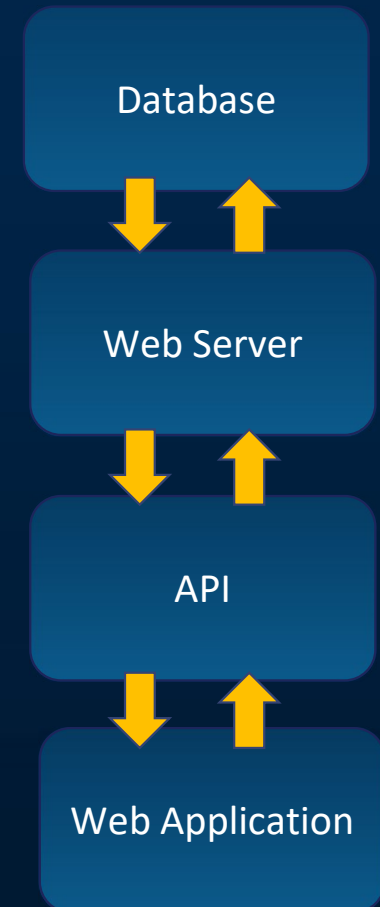


**Beta development is in play**

Ingest daily linear spot and content ratings

Launched 31<sup>st</sup> January 2023

Further development throughout 2023





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Winter 2023

