CASE STUDY:

Empowering audience measurement for UK broadcasters

MetaBroadcast

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Background

BARB is the UK's television audience measurement provider. Founded by the major UK broadcasters in 1981, broadcasters, agencies and advertisers have collaborated in the governance of BARB to answer the questions of:

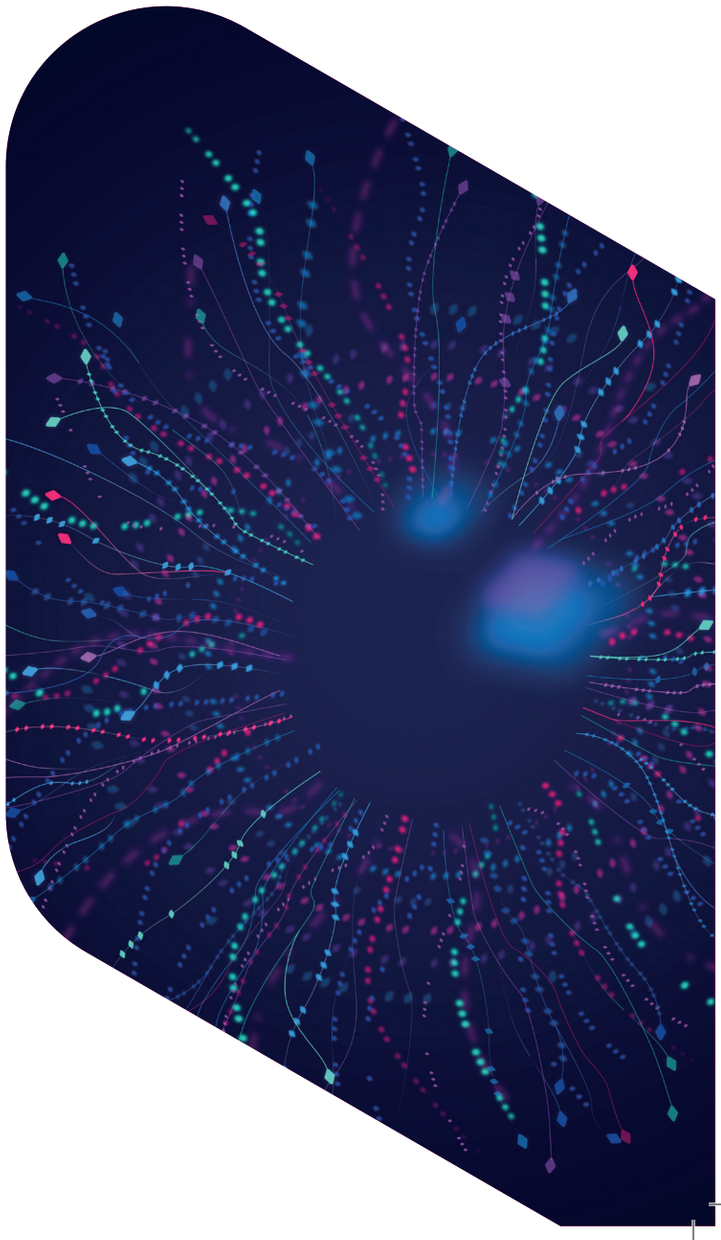
- Who is watching and who are they watching with?
- What are they watching?
- When are they watching?
- Which screen are they watching on?
- How did the content get to the screen?

BARB collaborates with research companies Ipsos MORI, Kantar Media and RSMB to collect data that represents viewing behaviour of the UK's 29 million TV and broadband only households consuming content via linear channels, broadcast VOD services and streaming platforms.

The Challenge

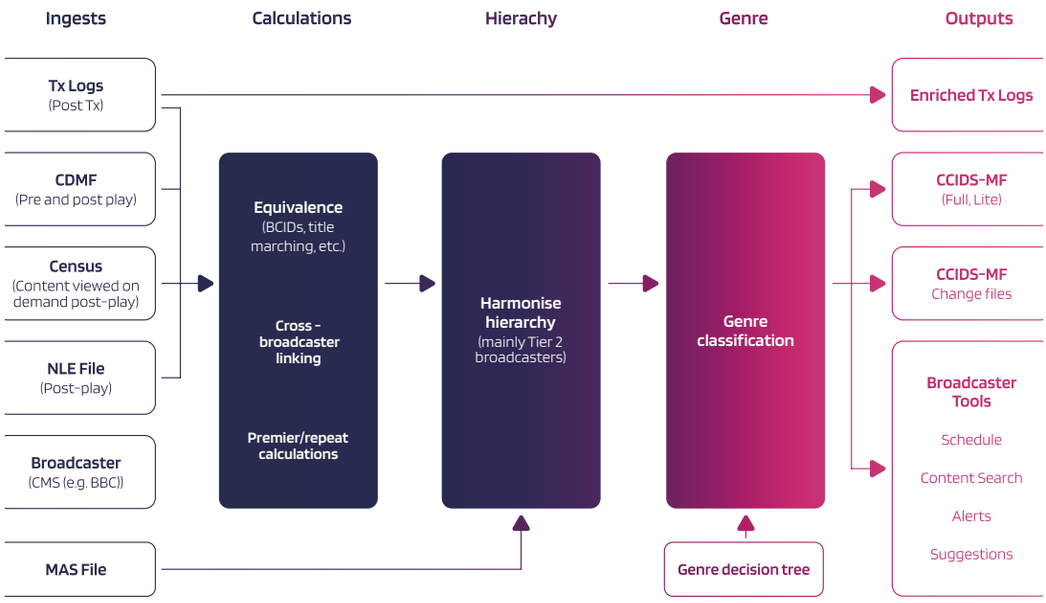
BARB identified the need for a solution that could help broadcasters and advertisers inform their content and monetization strategies. The solution would enable UK broadcasters to better identify content, classify that content into a standard genre taxonomy and so analyse their viewing across TV, computer, table and smartphone screens. BARB's key requirements:

1. Deploy a complex data structure that enables linking and mapping content IDs.
2. Generate unique content identifiers across all linear and on-demand content.
3. Deliver enriched metadata and relationship information shortly after transmission or on-demand viewing.
4. Assign a consistent set of genres using a clearly defined taxonomy and achieve 100% genre coverage across all content.
5. Platform that includes a web-based management tool that broadcasters could use to review programme metadata and submit genre suggestions.



The Process

MetaBroadcast collaborated with BARB to build a complex data structure that mapped the entire metadata supply chain to identify and understand all data sources (transmission logs, broadcasters' internal system or 3rd party provider). This involved assessing the quality of data within each source; clarifying how metadata is modified through the supply chain by different parties; defining how content matching and metadata enrichment could happen; and understanding the delivery mechanisms required by various stakeholders.



"The MetaBroadcast team have delivered a technically robust solution that has not only met our complex set of requirements, but has also been well and responsively supported since its launch. Using MetaBroadcast's editors to consistently and objectively apply genre classification has improved the consistency, coverage and comparability of programme research data."

- **Paul Smith**, Technical Manager

1.8bn

The MetaBroadcast solution daily ingests data records (including updates) and runs multiple process on over 1.8 billion records annually for over 280 channels from c. 70 broadcasters.

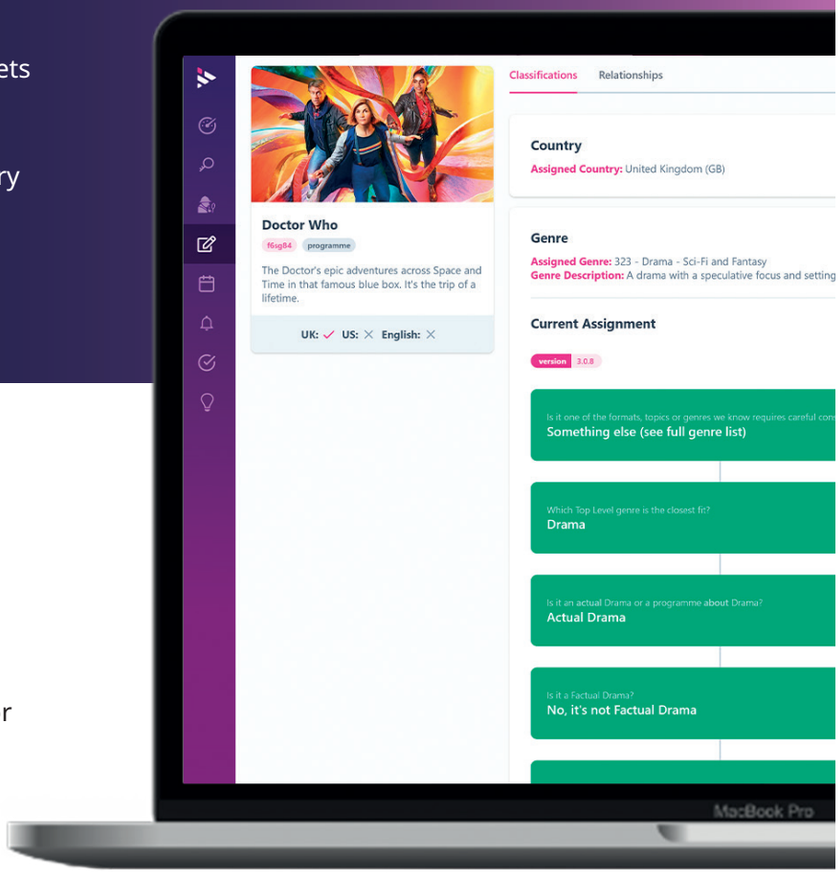
The Results

ATLAS, MetaBroadcast's cloud-native platform and data hub, is used to automate processes for metadata ingest from multiple sources (e.g., TX logs, CDMF, Tier 1 CMS, editors), content matching and unification of content records. Atlas also looks for gaps in metadata, applies healers and enriches data from multiple defined sources. The platform also provides a genre tree, with an evolving taxonomy that enables consistent application of genres, and that is accessible by broadcasters to suggest additional genres. The resulting data includes titles, genre, series, episode numbers, sports data, synopsis, cast and crew and is assigned a unique BARB content ID.

The platform also provides broadcasters with a range of options for accessing and receiving updated files. Data can be delivered to destinations such as research tools (eg., TechEdge), advertising sales tools (e.g., MediaOcean), BARB's website or others such as Ofcom.

In addition to fulfilling BARB's key requirements, **MetaBroadcast's ATLAS platform** also provides:

- **API integrations** with key broadcasters
- **Flexible and extensible data model** giving BARB the flexibility to add incremental datasets (e.g, people, events, rights entitlements) as needed
- **Near real-time processing** to ensure the very latest data is always available



"We are very happy with the solution that MetaBroadcast has implemented for BARB and the industry. The Combined Content ID System and associated curated metadata not only standardises and enriches BARB data, but also has a positive impact on the profiling output of Dovetail fusion. It is an important foundation for BARB's ongoing developments."

- **Rhiannon Griffiths,**
Strategic Developments Director