

## WTF is Dovetail FAQs

### What do the Dovetail numbers include vs. the traditional BARB numbers?

The normal or traditional BARB numbers include all viewing on TV sets. This includes any All4 viewing on Smart TVs as long as the programme has aired in the last 4 weeks. The exception to this is programmes like Walter Presents which are exclusive to All4. The Dovetail numbers include all All4 viewing on tablets, smartphones and PCs, including All4 exclusives like Walter Presents.

### Can we access the viewer per view number for different programmes, platforms, or players?

The short answer is no – not right now anyway. The viewer per view number will come from the panel, and will be used to work out how many people are watching each online stream on the broadcast players. We won't be able to see this number by platform, programme or by player – but BARB have been in touch with RSMB (who audit their data) to see whether this is possible, if they say yes – then this could be something that comes in the future

### What does the BARB Player report tell us?

The BARB enthusiasts among you will be familiar with the Player Report, available on BARB's website. The report is the first stage of Dovetail and tells us what people are watching on broadcaster VoD on tablets, mobiles and PCs. It shows us "census data" which is basically data that captures every single view of content, rather than data from a panel of people. As you will now know from our wonderful WTF videos, what BARB have now done is merge the Player Report data with the panel data. So we now not only have the volume of viewing from the player report but we also know how many people are watching and what demographic they fall into.

### Will I be able to report by platform?

Yes, with Dovetail data you can look at viewing by platform, meaning you will be able to see viewing data split by TVs, PCs, Tablets and Smartphones. So for the first time, we'll get an independent measure of how many people have watched, say Naked Attraction, on their TV vs. on their iPad. BUT one thing to point out is that, at this point, because BARB don't have panel measurement on smartphones, they can't tell how many viewers are watching each view. This won't have a huge impact, but means the total number of viewers will be very slightly less than it is in reality.

### Why can't we have both ads and programme numbers now?

For now, Dovetail will only be reporting programme data and not ad numbers. Why? It's because there are other parties involved – for example on All4, we use a company called "Freewheel" to serve adverts to All4 users. To make sure we are accurately capturing which ads are going to who and who is watching them, we are working with Freewheel to make sure everything is tagged up to be measured by BARB (like our programmes are). Obviously, other broadcasters like ITV and Sky have the same issue. This is something that we and the other broadcasters are working on with BARB to get an industry wide resolution by 2019.

### **Will Dovetail report on SVoD services?**

To make Dovetail happen, we and the other broadcasters have all agreed to be measured and reported on in the same way. That has meant tagging our content and agreeing that other BARB subscribers will have access to the data. If BARB were to report on SVoD players like Netflix and Amazon Prime, they would also need to agree to be measured in the same way as stipulated by BARB.

### **Will Dovetail measure Netflix on Sky?**

As you'll probably know, Netflix is now hosted on Sky. At the moment, there isn't any certainty from BARB on whether this will be reported but we will update as soon as we have more clarity, so watch this space!

### **Are there any apps that aren't reported by Dovetail?**

SVoD services aside, most of the big players – including BBC iPlayer, ITV Hub, All4, UKTV Play - are included. Any channel which is already measured by BARB can be measured by Dovetail but there are a couple of exceptions including BT Sport, Eurosport and Virgin. This is purely because their content isn't tagged so they may well be included in Dovetail measurement in the future.

### **Dovetail doesn't go back forever – how should we compare year on year viewing?**

We recommend using the normal BARB data for YoY comparisons. The Dovetail dataset started as of 1st September 2018 and isn't backdated, meaning if you want to look at how a programme (say Hollyoaks) performed in September 2018 versus September 2017 you won't get a fair comparison as September 2018 figures would include device data that wasn't available last year. Until we have a whole year's worth of Dovetail data, we advise that you keep using the standard BARB data to make YoY comparisons.

### **What happens if a programme is available on both All4 and a non-TV app like Netflix?**

Some of our programmes are available on both All4 and Netflix (for example End of the F\*\*king World, S1 and S2 of Friday Night Dinner) – so how does BARB record this viewing? All4 content available on tablets, smartphones and PCs has been tagged up so that it can be recorded, whereas Netflix content hasn't and so isn't measured by BARB. Therefore, if you have watched End of the F\*\*king World or Friday Night Dinner on Netflix on anything other than a TV, it won't be captured at all by BARB. TV data is captured a little differently, using a "Shazam-esque" type method of audio matching. So, in this example, watching these shows on Netflix could be mistaken for watching these shows on All4. BARB estimate that this misattribution is very small, and they are working hard to try find a way to resolve this.

### **How does BARB measure viewing when people cast on to a TV from a tablet or smartphone?**

At the moment, when viewers cast something from their phone or tablet onto the TV, it's double counted. So, for example, if I cast Who is America from my phone onto my smart TV, Dovetail will count the view from my phone. On top of that, because the sound is coming out of my TV, BARB will recognise Sacha Baren Cohen's dulcet tones and count it as part of the normal BARB data. It's an issue BARB are aware of and investigating ways to make sure this is solved.

### How are viewing profiles captured on non-TV devices?

Viewing profiles are captured via BARB's panel data. As long as there are enough people watching a show, BARB can give us a clear picture of which demographic the viewers watching it fall into. The part where this can get complicated is if not enough viewers are watching. In this case they model. So if not many people watched Grand Designs on All4 for example, but lots of people had been watching Location, Location, Location, BARB would look to model the audience profile for Grand Designs based on those who have watched Location, Location, Location because they're similar types of show.

### Can we split out TV VoD from time shifted TV viewing?

Right now, we can't split out TV VoD from time shifted TV viewing. That's because the Shazam-esque audio matching can't yet differentiate the two. However, we and BARB are currently testing this on different platforms to have this done in 2019.