



Department for Digital, Culture, Media & Sport

Ministerial Support Team
4th Floor
100 Parliament Street
London SW1A 2BQ

E: enquiries@dcms.gov.uk

www.gov.uk/dcms

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Mr Glenn Rogers
glennkictv@gmail.com

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Dear Mr Rogers,

Thank you for your correspondence of 12 June to the Secretary of State for Digital, Culture, Media and Sport, the Rt Hon Nadine Dorries MP, regarding the powers of the Broadcasters' Audience Research Board (BARB). I am replying as a member of the Ministerial Support Team.

The UK continues to benefit from a vibrant and successful broadcasting sector and the government wants it to remain this way. We want our broadcasters to thrive – an outcome that is good for audiences, good for our economy and good for our ability to project British values globally. In our White Paper 'The Government's vision for the broadcasting sector' we set out the government's vision for the broadcasting sector, and the steps we are taking to support our system of public service broadcasting. Further information on this can be found here: <https://www.gov.uk/government/publications/up-next-the-governments-vision-for-the-broadcasting-sector>.

BARB is an independent organisation established to measure TV audiences, backed by all the UK's major broadcasters. Although BARB is responsible for providing audience research data, the manner in which this data is used to inform decision making on advertising is for broadcasters themselves to decide.

The BARB system has been used for many years and has evolved over the past decade to cater for the shift to video-on-demand and online TV viewing. There are, as you point out, other providers of audience data for broadcasters who are looking for alternative or additional insights into audience viewing or behaviours.

The operation of television audience measurement services is a matter for broadcasters and is not something for the government to review or comment on. However, any complaints or feedback regarding the practices of BARB can be sent to them via their website: <https://www.barb.co.uk/about-us/contact-us/>.

I hope this information is helpful.

Yours sincerely,

Hannah
Ministerial Support Team

