

AOB 2 - Official Bodies

What is BARB? BARB provides weekly UK audience figures. BARB stands for Broadcasters' Audience Research Board. BARB is owned by ITV, Channel 4, BBC, Channel 5 and BSkyB and the IPA (Institute of Practitioners in Advertising). Programme audiences are calculated by averaging the audience of all minutes covered by the programme transmission, from the start-time of the programme until the end-time of the programme, but excluding any embedded commercial breaks and promotions.

What is RAJAR? Radio Joint Audience Research; measures and profiles the audiences of UK radio stations. Results of the audience figures are revealed every quarter. The survey used operated as a sweep, not a panel, which means that the respondents only participate for one week. They are asked to complete a one week diary showing all the stations they listened to, for at least 5 minutes.

What is the Audit Bureau of Circulation?

ABC (Audit Bureau of Circulations), the industry body for media measurement. The ABC manage and uphold standards which reflect media industry needs. These standards determine best practice in how media industry data is prepared and reported. They also offer a world class audit and compliance service to check that data and processes meet these industry agreed standards. ABC (Audit Bureau of Circulations) was founded in 1931 in response to advertisers' requests for an independent source of circulation data.

What is the ASA?

The ASA is the Advertising Standards Agency, they make sure that viewers enjoy the adverts and can trust them. Every week the ASA send out clear signals about what is and what isn't acceptable in advertising across a wide range of sectors. The UK industry's commitment to advertising responsibly, has made sure that the adverts are legal, decent, honest and truthful.

What is CAVIAR?

Established in 1985 to provide reliable cinema audience figures for media planners, which derives from periodic sample surveys of about 2500 British cinema-goers between the ages of 7-44. Time will tell what long-term effect this new initiative may have on the recently reviving fortunes of cinema advertising.

What is CAP?

CAP is the Committee of Advertising Practice, and they are independently administered by the ASA. The Codes are responsibility of two industry Committees - the CAP and the BCAP which are both administered by the ASA. There are over 30+ members of CAP that help to make sure that the industries advertising is legal.

