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Award

Provision of industry TV audience viewing data

Ofcom

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-003968

Procurement identifier (OCID): ocds-h6vhtk-0607bc ([view related notices](#))

Published 16 January 2026, 2:49pm

Scope

Reference

C20252627

Description

Provision of industry TV audience viewing data with permission for Ofcom to publish this for any regulatory purpose.

Ofcom requires this data in order to provide evidence in its regulatory duties in relation to PSB, aspects of Comms Act responsibilities and the recent Media Act legislation.

Contract 1

Supplier

- Broadcasters Audience Research Board (BARB)

Contract value

- £1,004,445 excluding VAT
- £1,205,334 including VAT

Above the relevant threshold

Award decision date

14 January 2026

Standstill period

- End: 27 January 2026
- 8 working days

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 2 February 2026 to 31 December 2026
- 10 months, 27 days

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Procedure

Procedure type

Direct award

Supplier

Broadcasters Audience Research Board (BARB)

- Public Procurement Organisation Number: PMTZ-3499-ZWHM

114 St Martin's Lane

London

WC2N 4BE

United Kingdom

Email: enquiries@barb.co.uk

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: procurementnotice@ofcom.org.uk

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government