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Contract

Provision of industry TV audience viewing data

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-008744

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

Published 2 February 2026, 9:16am

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 2

Supplier

- Broadcasters Audience Research Board (BARB)

Contract value

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

Above the relevant threshold

Date signed

30 January 2026

Contract dates

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

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Justification for not setting key performance indicators

KPIs are not mandated for reporting on contracts below £5,000,000 (inc VAT).

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

BARB is the TV industry body responsible for producing TV audience data mainly for measuring advertising and producing a trading currency for the broadcasters. Measurement of programme/channel viewing is an associated benefit of the currency. BARB is formed and run as a non-profit by the main broadcasters and the Institute of Practitioners in Advertising (IPA).

Ofcom requires the 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. There are no other suppliers of this data

Supplier

Broadcasters Audience Research Board (BARB)

- Public Procurement Organisation Number: PMTZ-3499-ZWHM

114 St Martin 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 2

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