

# The Broadband Measurement Working Group



Setting the standard

## What is the Broadband Measurement Working Group?

The Broadband Measurement Working Group (BMWG) was formed in 2006 and exists to develop consensus on ways of delivering an achievable, open and JICWEBS ([www.jicwebs.org](http://www.jicwebs.org)) endorsed rights metric for measuring audio visual (AV) content delivery over the internet – primarily for simulcast/streaming, but also for downloads, VOD etc.

### Why is the BMWG important?

Rights Owners of AV content recognised the growth of the online medium and questioned the value of their content licenses with respect to this new channel. A moratorium was created whereby Rights Owners agreed not to charge whilst Broadcasters promised to develop a consistent and comparable reporting standard to ensure reporting was clear and transparent to all. Measurement was agreed to be based on census data, as captured and measured by the Broadcasters, not panel or research data due to the scale and fragmentation of consumption.

### Who are the current BMWG Members?

**sky.com** currently Members; BBC, BSkyB, Channel Four, IPA, ITV & Virgin Media.



With BARB (Broadcasters' Audience Research Board) and the PRS (Performing Right Society) For Music as Observers. The BMWG is facilitated by ABC...

### What is ABC's role?

ABC was approached by the IPA, on behalf of both the Rights Owners and the Broadcasters, and asked to facilitate the work of the BMWG as it sought to define industry-agreed census-based metrics for the reporting of this data endorsed by JICWEBS.

### What is the BMWG doing now?

The BMWG continues to deliver two things;

1. Ongoing feedback to Rights Owners on the scale of Simulcast and, therefore, the likelihood of this being revenue earning – currently unlikely.
2. Ongoing development of VOD metrics in line with JICWEBS standards.

The BMWG Members agree that developing these metrics is important for the sector, as is their central role in the development of these standards.

### BMWG Contacts:

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