



# Virtual Meter Installation Guide



**KANTAR MEDIA**

# Welcome to the Virtual Meter App!

Thank you for joining the **Barb Television Panel** and helping us shape the future of TV audience measurement. Your participation is invaluable—by tracking what you and your household watch online, you're ensuring that broadcasters, advertisers, and streaming platforms understand real viewing habits.

The **Virtual Meter** app securely monitors viewing on **PCs, Macs, iOS, and Android devices**, focusing on:

- **VOD (Video on Demand)**: Player apps like BBC iPlayer, ITVX, and Sky.
- **SVOD (Subscription Video on Demand)**: Platforms such as Netflix and YouTube.

Rest assured, your data is protected—we only collect viewing-related information, never personal details.

## How Does Virtual Metering Work?

Ever wondered how TV ratings are measured? Traditionally, Barb tracked viewing on TV sets—but now, we're expanding to include **laptops, PCs, and mobile devices**. Your participation helps bridge this gap, making audience data more accurate than ever.

This guide will walk you through setup and usage—it's quick, easy, and your contribution makes a real difference!

## Who is Barb?

**Barb Audiences Ltd**, is the official source of television audience ratings in the UK. It measures viewing across all TV channels and is jointly owned by major broadcasters, including the **BBC, ITV, Channel 4, Channel 5, and Sky**.

For more details, visit [www.Barb.co.uk](http://www.Barb.co.uk).

## Who is Kantar Media?

**Kantar Media**, a leading global market research company, has been appointed by BARB to conduct TV audience measurement. With expertise in over 30 countries, Kantar Media ensures accurate and reliable viewing data.

For further information, visit [www.virtualmeter.co.uk](http://www.virtualmeter.co.uk) and check out the **FAQ section**.

# Virtual Meter Installation Guide

## For PC (Windows) and Mac

### 1. Download the App

- Visit [www.virtualmeter.co.uk](http://www.virtualmeter.co.uk) and select Download for PC/Mac.
- Follow the on-screen instructions to save the installer.

### 2. Run the Installer

- Windows: Double-click the **.exe** file and follow the setup prompts.
- Mac: Open the **.dmg** file and drag the app into your **Applications** folder.

### 3. Launch the App & Register

- Open the **Virtual Meter** application.
- Enter your unique **registration key** (provided by the Panel Admin Team).
- Accept the **Terms & Conditions** and click **Submit**.

### 4. Automatic Browser Registration

- The app will automatically detect and register all installed browsers (e.g., Chrome, Firefox, Safari, Edge).
- No further action is needed—your viewing data will now be collected securely.

### Need Help?

If you encounter any issues, contact the Panel Helpdesk Team on [0800 018 9671](tel:08000189671).

Or email us at [help@Barbpanel.com](mailto:help@Barbpanel.com)

# Virtual Meter Installation Guide

[For iOS \(iPhone/iPad\) and Android](#)



## 1. Download the App

- Open the **App Store** (iOS) or **Google Play Store** (Android).
- Search for “**Barb Virtual Meter Panel**” and install the app.

## 2. Allow Notifications

- When prompted, enable notifications to ensure proper tracking.

## 3. Register Your Device

- Open the app and enter your **registration key** (provided by the Panel Admin Team).
- Accept the **Terms & Conditions** and tap **Submit**.

## 4. Browser Registration

- The app will automatically register all installed browsers (e.g., Safari, Chrome).
- You’re all set! The app will now run in the background.

## Need Help?

If you encounter any issues, contact the Panel Helpdesk Team on [0800 018 9671](tel:0800 018 9671).

Or email us at [help@Barbpanel.com](mailto:help@Barbpanel.com)

## Your Privacy

As a world-class research company, our record for confidentiality, professionalism and impartiality is important to us.

Your personal details will be held by Kantar Media, who work on Barb's behalf. They will not disclose the identity of Panel Members to third parties and all of your details will be held in the strictest confidence.

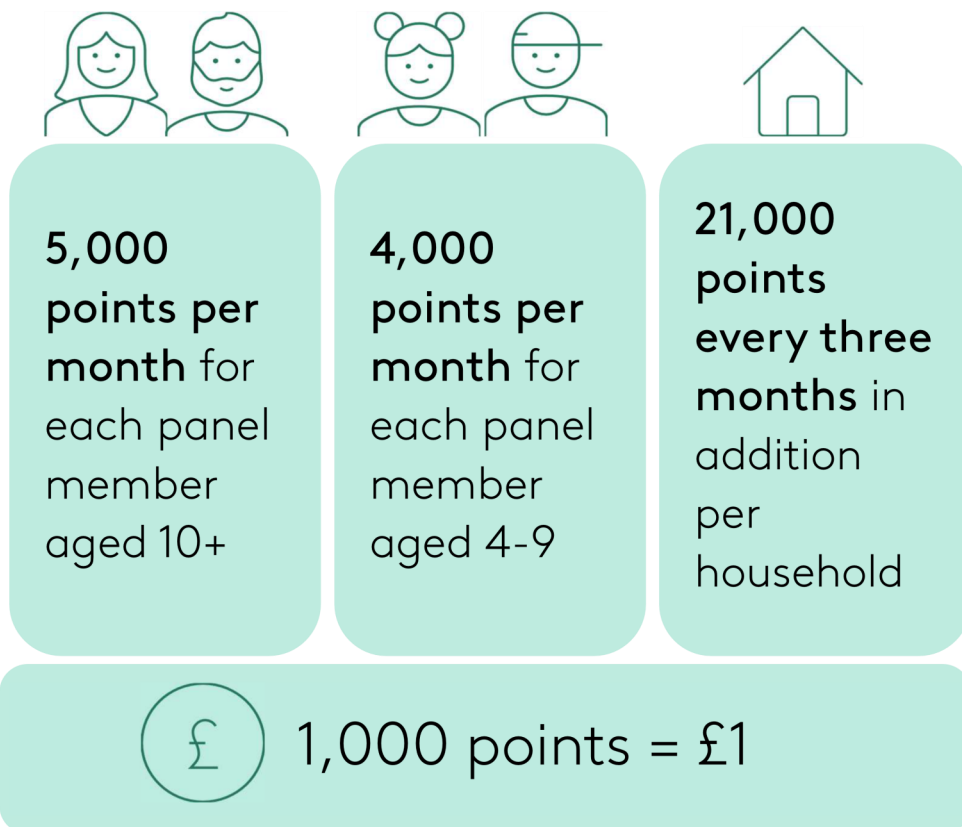
Any personal viewing information is confidential. Your data is merged with that of other Panel homes before it is passed to broadcasters and TV companies. They do not know who you are or where you live.

*We will never try to sell you anything.*

## The Rewards Scheme

How do I earn points and how many will I earn?

Once we have installed our Virtual Meter in your home, each panel member in your household starts collecting reward points. You will receive.



Points are rewarded on the monthly anniversary of installation. So, if you're installed on the 10th of the month, your first award will be on the 10th of the following month and every month thereafter.

### How can I use my points?

Points can be exchanged for vouchers from a wide range of shops, or used to purchased goods. These include:

**4,500 individual items** available directly from the website.

**Vouchers for +75 online and high street stores** such as M&S, House of Fraser, Argos, Next and B&Q.

**LOVE2SHOP**  
General high street vouchers.

**Cinema, Theatre and Restaurant tokens** such as Odeon, Ticketmaster, tkts, Top Table and Pizza Express.

**Days out and experiences** like Alton Towers or Thorpe Park.

**Donate to charities**, including UNICEF, the NSPCC or Cancer Research.

To turn your points into vouchers or goods,

simply call our Rewards Team on: 0800 328 3983 or visit: [www.Barbtelevisionpanel.co.uk](http://www.Barbtelevisionpanel.co.uk)

## Register online

Each household member over 4 years old needs to be registered individually using their individual Invite Key. Households can use the same password, security questions, email address and phone number, *but the username for each member in the home must be unique*. It can take up to 48 hours for the registration to go through and the points will show as zero until then.

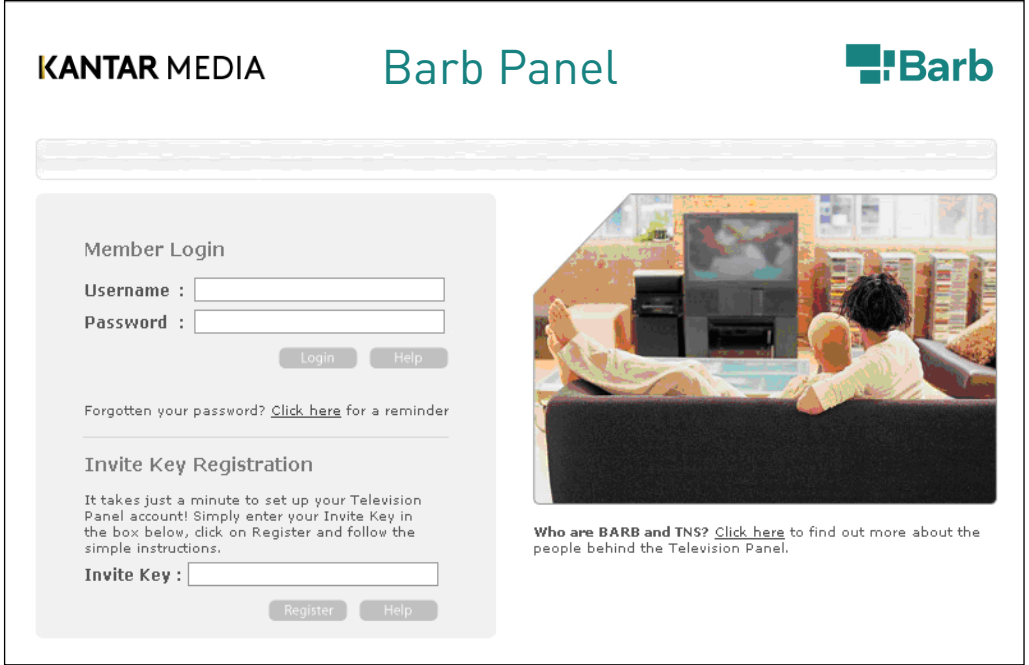
For any further details or rewards queries, please call the Rewards Team on **0800 328 3983** or email us at [help@Barbrewards.co.uk](mailto:help@Barbrewards.co.uk)

*The Rewards Helpline is open Monday-Friday 9am until 5.30pm.*

## How to register your rewards account online

Please visit: [www.Barbtelevisionpanel.co.uk](http://www.Barbtelevisionpanel.co.uk)

Screen 1



The screenshot shows the 'Barb Panel' registration page. At the top, there are logos for 'KANTAR MEDIA', 'Barb Panel', and the 'Barb' logo. Below the logos is a navigation bar. The main content area is divided into two columns. The left column contains a 'Member Login' section with fields for 'Username' and 'Password', and buttons for 'Login' and 'Help'. Below this is a link for 'Forgotten your password? Click here for a reminder'. The right column features a large image of a person sitting on a sofa watching TV. Below the image is a caption: 'Who are BARB and TNS? Click here to find out more about the people behind the Television Panel.' At the bottom of the left column is an 'Invite Key Registration' section with a text box for the 'Invite Key' and buttons for 'Register' and 'Help'. A large green arrow points from the 'Screen 1' label to the registration form.

**KANTAR MEDIA** **Barb Panel** **Barb**

**Member Login**

Username :

Password :

Login Help

Forgotten your password? [Click here](#) for a reminder

**Invite Key Registration**

It takes just a minute to set up your Television Panel account! Simply enter your Invite Key in the box below, click on Register and follow the simple instructions.

Invite Key :

Register Help

**Who are BARB and TNS?** [Click here](#) to find out more about the people behind the Television Panel.

Enter your invite registration key. This will take you to a new page (Screen 2)

## How to register your rewards account online

From here you will be able to set a username, password and security question of your choice. You will also need to enter an email address and mobile number in order for your registration to go through. You will need to indicate that you have accepted the terms and conditions by ticking the appropriate box.

### Screen 2

#### Invite Key Registration

We hope you enjoy the Television Panel rewards programme and take full advantage of the opportunities to win points. There are some great reward choices on offer so have fun shopping and spending.

##### Step 1 - Choose your login details

Firstly choose a memorable username and password and enter the information below. You will need to use these details every time you log into the web site.

**For security reasons, you must enter your password a second time.**

Username:

Password:

Confirm Password:

##### Step 2 - Choose your security details

Now provide a security question and answer which help us identify you in case you forget your details or call us via the phone, e.g. what is your favourite football team?

Security Question:

Security Answer:

##### Step 3 - Your contact details

Please enter an email address and mobile phone number that can be used to send you communications relating to the programme.

Email Address:

Mobile Phone:

Please indicate whether you would prefer to receive emails in HTML or Plain Text format. If you're not sure what this means, just select Plain Text.

Email Format:

Send as Plain Text

##### Step 4 - Accept terms of use

Please [click here](#) to read the privacy and terms information and then confirm your acceptance of the terms by ticking the box below.

☐ Please [click here](#) to indicate that you have read and accept our privacy policy and the terms and conditions of the Television Panel programme.

**Please note that any points earned so far will take around 48 hours to be added to your account.**



If you do not wish to enter these details or do not have them, you can use the following – email, [none@none.co.uk](mailto:none@none.co.uk) and mobile number 000.



## FAQs



What exactly are you going to do with all of this data?

The information collected from your household helps us understand how people across the UK watch television — on any device. We use this data to build an overall picture of viewing habits, which broadcasters rely on to plan their schedules, develop new programmes, and support advertising decisions.

Your data is combined with information from all other panel homes and is completely anonymised before it's shared. Broadcasters only see overall viewing figures — never who you are or what was watched in your household.

[www.virtualmeter.co.uk/about\\_us](http://www.virtualmeter.co.uk/about_us)

Why does it need to be installed on every PC, laptop, tablet in my house?

We're interested in understanding all television viewing in the UK, no matter how it's watched. This information helps broadcasters shape the programmes they create and enables advertisers to understand how best to reach audiences.

In the past, most viewing took place on a TV set. Today, people also watch through PCs, laptops, and tablets. Installing the VirtualMeter on each of these devices allows us to capture that viewing and combine it with TV set viewing — giving a complete picture of what people in the UK are watching every day.

I'm worried that it's going to slow down my machine/Will it interfere with the running of my PC/laptop/tablet/ in terms of speed or operating system/My PC is very old and runs very slowly will this make it worse?

There was extensive testing done around this software before we went anywhere near launching it with our panellists. We looked at the impacts on all possible devices and we continue to explore as new technology appears on the market. The software uses approximately 6MB of disk space which is a very small amount so there should be no effect on the performance of your device.

## FAQs cont...

I'm worried that they're going to spy on all of what I do, or my family does, online. Can you see everything I do on my PC/laptop/tablet/? Can you see my emails?

No.

Please let me reassure you straightaway that nothing of the sort is going to happen. We are only interested in a very few number of things online. Specifically we are looking at the TV programmes you watch through a broadcaster's player. We are looking at: Broadcaster player monitoring (specifically what you are watching and how long):

Specifically we are looking at the following TV content you watch online:

Broadcaster Video on Demand Services: BBC iPlayer, ITVX, Channel 4 Streaming, My5, Sky Go, U, STV, S4C Clic, BT Sport, Discovery+, Virgin Media.

Other 3rd party Video on Demand Services:

YouTube, Netflix, Amazon Prime, Twitch TV, Now TV, Apple TV Plus, Britbox, TVPlayer, Rakuten TV, Vevo, Yupp TV, Pluto TV, Disney Plus, Hayu, Acorn TV, BFI Player, DAZN, Dailymotion.

In fact if you are watching on a tablet (like iPad) those players listed above are the only ones whose data we can see. Our software is designed to only register when it detects these services. We absolutely cannot read instant messages, emails or any other personal communications.

What information does the Virtual Meter collect?

The software collects only a limited set of data — specifically, the TV programmes you have viewed through a broadcaster's player. This applies whether you use a web browser or a broadcaster's player app on your smartphone or tablet.

Still have questions? For more FAQ's and our support pages

Please visit our Virtual Meter support website page at:

[www.virtualmeter.co.uk](http://www.virtualmeter.co.uk)

Or email us at:

[help@barbpanel.com](mailto:help@barbpanel.com)

## Contact Us:

**Whenever you change the equipment in your home:**

- If you buy or upgrade your laptop or Mac
- If you buy or upgrade your iPhone or Android phone
- If you buy or upgrade your iPad or Android tablet

**Change in your household:**

- If someone joins or leaves the home e.g. family member, lodger, new born baby.
- If you move address or change any contact details e.g. phone number, last name.

**If you encounter any problems with your Virtual Meter app...**

Your unique panel number is:							
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### How to reach us

**General / Technical** 0800 018 9671

**Queries:** [help@Barbpanel.com](mailto:help@Barbpanel.com)

**Reward Points /** 0800 328 3983

**Log In Queries:** [help@Barbrewards.co.uk](mailto:help@Barbrewards.co.uk)

**By Post:** Kantar Media Helpdesk, Barb Television Panel,  
Freepost LON 16384, Westgate, Ealing W5 1UA

**Local Technician:**

**Mobile:**

**Email:**

Please remember to quote your panel number

## Get in touch...

Our **Panel Helpdesk** is open between 9am-6pm Monday-Friday (closed Saturday/Sunday/Bank Holidays). Call us on **0800 018 9671** or email at [help@Barbpanel.com](mailto:help@Barbpanel.com).

We're thrilled to have you on board—happy viewing!

## Thank you, from the Barb panel team...

