



NEWS

COUNCIL FOR RESEARCH EXCELLENCE TO STUDY VIDEO CONSUMPTION ON MULTIPLE NEWER SCREENS AND FORMATS

Issues Request for Proposals from Industry Researchers

New York, NY, October 19, 2010 – The Council for Research Excellence (CRE), a diverse group of senior research professionals from throughout the media and advertising industries dedicated to advancing the knowledge and practice of audience measurement methodology, announced today that it is issuing a request for proposal (RFP) to industry researchers to study available research regarding new video-media usage.

The objective of the project would be to review research that is currently available about video consumption on newer platforms so that the CRE can then design and execute new research into these areas. Specifically, the CRE eventually wants to explore video consumption relative to: live viewing (as a base measure); screen-size impact; HDTV; DVRs; streaming (all formats); mobile (all forms); game consoles; 3-D TV; tablet PCs; and others as may be found in the course of the review.

To date, the CRE has issued the results of several major completed studies, including the **Video Consumer Mapping Study**, conducted in 2008 by researchers from Ball State University and Sequent Partners, involving in-person, computer-assisted observation of media consumption; a **Set-Top Box Study**, examining the state of set-top box-based audience research; a landmark **Non-Response Bias Study**, exploring the impact and correlates of non-response to Nielsen surveys; and “**data-mining**” from the Video Consumer Mapping Study, revealing consumers’ habits immediately before, during and after TV commercials, and their media consumption habits immediately prior to shopping, among other topics.

“This newest project would be an initial step toward building on the game-changing work of the Video Consumer Mapping Study, which measured live-TV viewing behavior,” said Laura Cowan, vice president and media director of RJC Advertising and chairperson of the CRE’s Media Consumption & Engagement Committee. “Our goal is to take a deep cut into the viewer experience to gain a broader overview of what newer devices and uses *can* be measured, as well as the implications of any new methodologies for measurement. Studying the latest, and emerging, patterns of video consumption is a major task so as a first step we want to review what has been discovered so far.”

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The deadline for submissions in response to the RFP is November 15, 2010. The CRE expects to undertake the project in early 2011.

About the **Council for Research Excellence**

The Council for Research Excellence (CRE) is an independent research group created (in 2005) and funded by The Nielsen Company. CRE is dedicated to advancing the knowledge and practice of audience measurement methodology and is comprised of senior-level industry researchers representing advertisers, agencies, broadcast networks, cable, syndicators, local stations, and industry associations.

CRE members represent advertising agencies and media-buying firms including Bromley Communications, Carat, Deutsch, GroupM, Horizon Media, Magna, PHD, RJC Advertising, Starcom MediaVest and TargetCast tcm; media companies including CBS, Comcast, Cox, Discovery, Disney, Hearst Television, NBC Universal, News Corporation, Raycom Media, Scripps Networks, Time Warner, Univision and Viacom; advertisers including Kimberly-Clark, Microsoft, Procter & Gamble and Unilever; industry organizations including the Media Rating Council (MRC), the Syndicated Network Television Association (SNTA) and the Television Bureau of Advertising (TVB); and the Nielsen Company.

To see the RFP, please visit:

http://www.researchexcellence.com/committees/mediaconsumption_committee.php.

For more information about the Council for Research Excellence, please visit:

<http://www.researchexcellence.com/>

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