

October 15, 2010

Council for Research Excellence
Media Consumption and Engagement Committee



REQUEST FOR PROPOSAL Research Review

The mission of the Council for Research Excellence is to advance the knowledge and practice of methodological research on audience measurement through the active collaboration of Nielsen's clients. Since its founding, the Council has identified some areas that require exploration and has sought proposals from independent researchers, institutions and research companies to design, execute and report the findings of their research. This request has been authorized by the Council committee which is charged with addressing media consumption and engagement.

Organizational Profile

The Council for Research Excellence consists of clients of the Nielsen Company, plus two representatives of Nielsen. To learn more about the Council, please see www.researchexcellence.com.

The Media Consumption and Engagement Committee (MCE) is chaired by Laura Cowan, VP, Media Director at RJC Advertising. Recent research includes the Video Consumer Mapping Study, reported in 2009.

The committee will review all submissions and make recommendations to the full Council for final acceptance.

Purpose: The Media Consumption and Engagement Committee would like to explore current research regarding new video media usage in order to design and execute new research. By reviewing the methodologies used and findings regarding the usage of new media devices and extended screens, we will be able to ascertain key questions and methodologies for future research.

Objectives: To delve more deeply into the viewer experience to gain a broader overview of items that can be measured, as well as explore the implications of any new methodologies for measurement. More specifically, we would like to look at uses of the following:

- Live viewing (base measure)
- Screen size impact
- HD TV
- DVR
- VOD
- Streaming (all formats)
- Mobile (all forms)
- Game console



- 3D TV
- Interactive/Addressable TV
- Internet-enabled TV
- Tablet PC
- The “next big thing” (whatever that device may be)
- Others, as may be found in the course of the review

We have developed the following questions we’d like to answer:

1. What drives the choice of screen for the consumer?
What factors distinguish screen experience?
2. How does viewing vary with chosen screen?
Does type of content (programming, commercial, etc.) affect viewing attention?
Is there validity to concept of best screen available?
3. Vocabulary/methodology for understanding viewing styles, based on the following factors:
 - Presence of others
 - Presence of other media
 - Presence of other life activities
 - Physical location/environment
4. Look at context of use – is a given screen a substitute or supplement? What patterns emerge? Is there cannibalization of particular formats? How does the viewer see their media landscape?
5. What methodologies are best to get at these uses?

Specifications: We want the chosen supplier to ensure that this review is comprehensive, looking at academic journals, industry trade organizations/conferences and information made available by private/public industry organizations/companies.

Deliverables: Upon completion, we will require an Executive Summary that top lines key questions asked and the methodologies used to address them. We will also want an in-depth document detailing findings (if available) for research found. Lastly, we will want a list of all sources approached, with the result of the search (research included, no research found, etc.).



Proposal Format

The proposal should contain the following components:

- **Process:** This section should identify the proposed data gathering methodology, specific questions to be employed and the major individuals/sources to be approached
- **Deliverables:** The proposal should lay out the specific processes, and the anticipated approximate length of the report to be delivered.
- **Timing:** The proposal should present milestones expressed in number of weeks after the contract is awarded.
- **Cost:** The budget for this project has not been established. Please provide a specific breakdown of your pricing.
- **Profile:** The Committee is looking for a supplier with experience in video research and the media industry. Please provide the following information.
 - Bio/CV/Resume, including recent research in the TV/new technology industry
 - What contacts do you have which will permit you to conduct this study effectively?
 - Describe what makes your work especially valuable? (it's OK to brag a little)
 - Two examples of similar work you can share.
 - What aspects of this project would your firm outsource? If you intend to outsource, how would performance and confidentiality be handled?
 - Please provide two references for whom you have done projects or with whom you have worked.

Basis for Award of Contract

The Council's evaluation will be based on the Supplier's ability to address all issues and questions in the assignment, and other factors such as research design, prior experience, pricing, completeness of proposal, and ability to meet deadlines.

The Council is seeking the highest quality methods, exemplary execution and thought-leadership.

The Council reserves the right to select and/or negotiate with one or more of those Suppliers it deems most qualified, reject any or all proposals received, and make an award in whole or in part.

Timetable

- **Submission Deadline: November 15, 2010**
- **Anticipated Award Date: No later than December 31, 2010**



Proposal Submission

Richard Zackon is the facilitator for the Council for Research Excellence. Submissions should be sent to rzackon@researchexcellence.com.

Other terms

- Following the date at which the Council receives the Supplier's proposal and pricing, that proposal and price shall be binding on the Supplier in all respects for a period of 90 days.
- In submitting a proposal, the Supplier understands that the Council will determine at its sole discretion which proposal, if any, is accepted. The Supplier waives any right to claim damages of any nature whatever.
- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The Council will consider each proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the Council.
- Each supplier agrees that they shall absorb all costs incurred in its preparation, revision, and presentation of any proposal.
- When applicable and approved, any travel and lodging will be billed at cost.
- The CRE intends to share this information publicly.

Additional information and clarifications: Please submit all questions to rzackon@researchexcellence.com