



**REQUEST FOR PROPOSAL
Mobile Media Research**

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. To learn more about the Council, please see www.researchexcellence.com.

Organizational Profile

The Media Consumption and Engagement Committee (MCE) is chaired by Joanne Burns, Executive VP Marketing, Research and New Media at 20th Television/Fox. Recent research includes the User Experience (UX) Research Archive in 2011 and 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 seeks to understand if/how mobile media devices (tablets, mobile phones, and laptops) are impacting overall television viewing behavior. The Committee also seeks to improve measurement of mobile media devices.

Objectives: In addition to general usage of mobile devices, the Committee would like to understand specifically if/how video viewing on these mobile devices is affecting TV viewing, and how users are consuming video on mobile devices, as well as how measurement of these devices may be improved.

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

1. How does concurrent media usage affect viewing?
 - How much does concurrent usage occur?
 - Identify which media is primary during concurrent usage
2. Quantify reach and time spent on mobile media.
3. Dimension the conditions surrounding use:
 - Location of media usage (work, home, traveling, other)
 - Time of day
 - Presence of others (alone, family, co-workers, etc.)
4. Is mobile viewing additive, or a substitute for traditional television?

5. How does the user access video content (including via apps) on the device?
6. Compare results of the measurement used in this proposed study to the various current methodologies employed to collect this data in the industry.



Specifications: We want the chosen supplier to propose the best methodology to address the questions above.

Deliverables and Expectations: Upon completion, we will require workshop call(s) to review and discuss findings and an Executive Summary presentation deck. We will also want an in-depth document detailing findings, and for the selected vendor to be available for presentations and discussions of results. We will also require raw data, with the ability to access it by common computer programs.

Proposal Format

The proposal should contain the following components:

- **Process:** This section should identify the proposed data gathering methodology and approach.
- **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
 - 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: May 1, 2012**
- **Anticipated Award Date: July 1, 2012**

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 Council intends to share a public report of findings.

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