Set-top Box Study Questionnaire for

Third Party Processors

Tim Brooks, Stu Gray, and Jim Dennison are conducting this survey on behalf of the STB Committee of the Council for Research Excellence. The purpose is to determine how various hardware, software, and content services vendors are using Set-Top Boxes to capture tuning data and what capabilities exist for processing, reporting, and utilizing the information.

Because of the breadth of companies involved in the collection and use of STB data, we have categorized them into groups that have similar functions, and then designed questionnaires that address those functions. Your company has been sent this Third Party Processors questionnaire since we believe you are receiving processed tuning measures for multiple STBs from which you provide reports and analytics for your clients. If you are involved in additional aspects of STB data, then you may receive an additional questionnaire.

If you are not involved in this aspect of STB data, then please contact us so we can get you the appropriate questionnaire.

Thank you for taking the time to complete the questionnaire. Your specific responses will be kept confidential by us, and will only be reported in combination with responses from other companies participating in the study.

Please answer the questions as completely as you can.
For questions you cannot answer at this time, please check one of the two columns along the right-hand side.

If possible, please complete this questionnaire by

May 22, 2009

Return the completed questionnaire to any one of the following:

Tim Brooks	Stu Gray	Jim Dennison
Media/Marketing Research	Stu Gray Research	CableMeasures
27 Greenway Drive	8 Foxhurst Court	10532 Hunters Way, Ste #2
Greenwich, CT 06831	New Hyde Park, NY 11040	Laurel, MD 20723
(203) 531-1842	(516) 328-8867	(301) 490-1413
tbroo@aol.com	stugrayresearch@aol.com	jdennison@cablemeasures.com

If you have any questions, feel free to contact Tim, Stu or Jim.

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Third Party Processors

Num.	Please answer the following questions as completely as you can, without giving proprietary or confidential information. For questions you prefer not to answer, please check one of the two columns to the right to tell us whether we should follow-up for a response at a later time.				Answer Later	Decline to Answer
	For the following questions, check the box for either <u>Yes</u> or <u>No</u>, or enter the answer in the space provided	Yes	No			
1.	Are you currently processing STB-based data?					
	If yes, from which of the following?					
1a.	MSOs					
1b.	Satellite					
1c.	Telco					
1d.	TiVo					
1e.	TNS					
1f.	Nielsen DigitalPlus					
1g.	Others :					
2.	Do you receive data directly from the MSO, Satellite, etc. or from another party, such as Navic, Macrovision, itaas, OpenTV etc.? _____ directly _____ another party					
2a.	If another party, which one:					
3.	How frequently are you provided with updated data?					
4.	How long after the end of the reporting period is it before you get data?					
5.	In what format is data provided to you?					
5a.	Pre-calculated metrics such as ratings, shares, Sets In Use, Reach, etc.					
5b.	STB level, from which you calculate your own metrics					

Third Party Processors

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5c.	Does the format you receive allow the data to be aggregated and reported using different variables? For example by household, geographic, or tuning behavior characteristics					
	The following questions refer to the data, reports and analytical products you provide to your customers, based on STB data					
6.	In what format do you provide data to end-users?					
6a.	Web-based application					
6b.	Databases					
6c.	Desktop applications that you provide					
6d.	Other: Describe:					
7.	Does the format you provide allow the user to aggregate data on a custom basis?					
8.	Does your software provide the end-user the ability to merge/fuse STB data with proprietary or other research vendor databases?					
8a.	If so, which vendor databases?					
9.	How long do you store the data you produce?					
9a.	Is it available to end-users throughout this entire period?					

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10.	Are you able to merge STB data from different providers, or types of providers (e.g. MSO and SAT or 2 different MSOs)?					
	Of the following, check <u>Yes</u> for those that can be merged, and <u>No</u> for those that can not:					
10a.	Multiple MSOs					
10b.	Satellite					
10c.	Telco					
10d.	TiVo					
10e.	TNS					
10f.	Nielsen DigitalPlus					
11.	Which of the following best describes any difficulties you may encounter due to differences in the STB data supplied to you by different companies, or to differences in their procedures? [Check one]					
11a.	A **major** problem that prevents some types of data from being processed					
11b.	A problem that **delays** processing of some data, or requires extra processing steps					
11c.	A **minor** problem with minimal impact					
11d.	If needed, please describe the problems or situations on a separate sheet.					

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12.	Please indicate the metrics you use to report the data:					
12a.	Sets in Use					
12b.	Impressions					
12c.	Reach & Frequency					
12d.	Ratings, Shares					
12e.	Other:					
13.	If you report ratings, what Universe Estimates do you use?					
13a.	How frequently are the Universes updated?					
14.	If you report ratings, what is the basis for the ratings calculation?					
14a.	Average minute					
14b.	Average Quarter Hour					
14c.	Other:					
15.	Do you have minimum sample requirements for reporting data?					
15a.	If so, what are they?					
15b.	Is sample size reported on your reports?					
16.	Do you report the number of STBs that were ABLE to report data during the reporting period?					
17.	Do you report the number of STBs that actually DID report data during the reporting period?					

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18.	Can your software produce a "unified sample" that is the basis for Reach and Frequency?					
18a.	If yes, are the unification rules available to users?					
18b.	Do you report the unified sample sizes in your reports?					

19.	Use this space to tell us any additional information about your STB measurement reporting and analytical applications that you think we should know:					

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If we have questions about any of the answers provided, who should we contact?

_____ _____

Name   phone

_____@_____

email