

Data Owners

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 Data Owners questionnaire since we believe you have deployed an STB data collection system for at least some of your subscribers, and that you control the use of the collected data, even if you are using vendors to provide data collection services. 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.

The Council for Research Excellence wants you to know that neither the CRE members, nor the STB Committee members, nor The Nielsen Company employees or contractors, will have access to the responses to this questionnaire. Access to the completed questionnaires will be given only to three consultants to the Council (Gray, Brooks, and Dennison) for the sole purpose of analyzing the responses and reporting the responses to the Council in an aggregated form. The consultants will destroy the questionnaires within three months of delivering the report.

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

July 1, 2009

Return the completed questionnaire to any one of the following:

Tim Brooks Media/Marketing Research ████████████████████ ████████████████████ ████████████████████ tbroo@aol.com	Stu Gray Stu Gray Research ████████████████████ ████████████████████ ████████████████████ stugrayresearch@aol.com	Jim Dennison CableMeasures ████████████████████ ████████████████████ ████████████████████ jdennison@cablemeasures.com
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If you have any questions, feel free to contact Tim, Stu or Jim.

Set-top Box Study Questionnaire for

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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. (Please include individual residences in Multiple Dwelling Units in any request for household counts)		Answer Later	Decline to Answer
Num.			
1.	How many total subscribing households do you have?		
1a.	What percentage of the total subscriber households are Digital households, i.e. have at least one digital STB or cable card?		
1b.	What percentage of total subscriber households have at least one digital STB or cable card that is enabled to provide measurement data via the return path?		
1c.	What is your total count of STB and cable cards within Digital households? Include all STBs, analog and digital, whether they can return measurement data or not.		
1d.	What percentage of STBs in Digital households are digital? Include all models, whether they can return measurement data or not.		
2.	Please list other any other methods being used to collect tuning activity:		

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3.	What percentage of STBs/cable cards are planned to be Return Path Data (RPD) enabled on all systems that you operate?			
3a.	When do you expect to reach that percentage?			
3b.	What percentage of total subscriber households are planned to include at least one RPD-enabled STB/cable card?			
3c.	When do you expect to reach that percentage?			
4.	What percentage of your total installed digital STBs are located in:			
4a.	Residential Households?			
4b.	Non-residential locations?			
5.	What percentage of your RPD-enabled installed STBs are located in:			
5a.	Residential Households?			
5b.	Non-residential locations?			
6.	For which of the following are you able to provide a list reflecting the location of your subscribers? (See note)	Please check each category where you can provide the data upon request		
6a.	System			
6b.	State			
6c.	County			
6d.	DMA			
6e.	ZIP code			
		Note: You don't need to provide lists with this questionnaire		

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7.	For which of the following are you able to provide the number of subscribers? (See note)	Please check each category where you can provide the data upon request			
7a.	System				
7b.	State				
7c.	County				
7d.	DMA				
7e.	State				
7f.	ZIP code				
		Note: You don't need to provide lists with this questionnaire			
Please provide an approximate percent distribution of installed RPD-enabled STBs by manufacturer. If future installations will reflect a significantly different distribution, please estimate the revised percentages					
8.	STB Manufacturer	Installed	Planned		
9.	What percentage of RPD-enabled STBs have the following features/capabilities:				
9a.	DVR features				
9b.	Can utilize FF/Rewind				
9c.	Use Short Codes (codes entered via the remote control, functioning similar to cell phone short codes)				
9d.	Polling (Voting)				

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	(con't) What percentage of RPD-enabled STBs have the following features/capabilities:				
9e.	"Start Over" or some similar capability				
9f.	Network DVR (a system where subscriber-selected content is stored and retrieved from a centralized server)				
9g.	iTV interactive content				
10.	What future DVR services such as "Start Over" (or something similar), network DVR, 24-hour DVR, or DVR library are you planning to provide?				
The following section asks about data collection and quality issues					
11.	What percentage of all RPD-enabled STBs and households provide useable data?		STBs	HHs	
11a.	In an average:	Month			
11b.		Week			
11c.		Day			
	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
12.	Do you expect to be able to capture usage of these services with RPD-enabled STBs?				
13.	Do you plan to link tuning data to anonymous billing data, such as ZIP code, premium packages, etc.?				
14.	Do you plan to report which channels are available on each STB? (information necessary to determine the coverage area of individual channels)				

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Num.					
15.	Is your company collecting and processing STB data through a system provided by one of these vendors: Navic, Macrovision, OpenTV, or itaas?				
16.	Is your company collecting and processing STB data through a system not provided by a vendor listed in #15, above (Navic, Macrovision, OpenTV, or itaas)?				
16a.	If yes, what is the name of the vendor?				
17.	Whichever system is being used, is your company involved in collecting, processing, or reviewing the STB data?				
18.	Is your company involved in and have responsibility for <u>quality</u> issues relating to STB data?				
19.	Is your company making STB data available to others for processing and reporting?				
20.	Does seasonal occupation of households impact the percentage of STBs and Households providing usable data?				
20a.	If <u>Yes</u> , are seasonal households identified in the STB data?				

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Num.	(Please include individual residences in Multiple Dwelling Units in any request for household counts)							
The following section asks about deployment of STB measurement								
21.	Do you have STB measurement deployments/rollouts/trials/pilot tests currently in progress?	Yes	No					
21a.	Please provide the total number of systems or DMAs involved. Enter zero, if none.							
	If not zero, please provide information about the two most recent.							
		Location 1	Location 2					
21b.	List systems, cities, or DMAs (attach additional list, if needed)							
21c.	Who is supplying the STB measurement application?							
21d.	How large is the footprint in terms of subscribers or geography?							
21e.	How long have these trials or rollouts been underway?							
21f.	Are there opportunities for advertisers to participate?	Yes	No	Yes	No			

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Num.	(Please include individual residences in Multiple Dwelling Units in any request for household counts)						
22.	Do you have any additional STB measurement deployments/rollouts/trials/pilot tests planned for the future ?						
	Yes _____						
	None that are announced _____						
	If yes, please provide information about the ones closest to launch.						
		Location 1		Location 2			
22a.	List systems, cities, or DMAs (attach additional list, if needed)						
22b.	Who is supplying the STB measurement application?						
22c.	How large is the footprint in terms of HH or geography for each?						
22d.	Are there opportunities for advertisers to participate?	Yes	No	Yes	No		

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Num.	(Please include individual residences in Multiple Dwelling Units in any request for household counts)					
This section asks your opinion about overall issues concerning STB measurement and use.						
23.	How important have the following issues been in slowing the rollout of STB measurement for the industry?	How important?				
		Very	Some-what	Not		
23a.	Trials and rollouts take time					
23b.	Applications vendors being ready to deploy					
23c.	Business models for vendors and MSO/Sat/Telco					
23d.	Acceptance of data by the advertiser community					
23e.	Sufficient rollout of STBs with adequate capability for RPD					
23f.	Return path bandwidth/efficient management of data volumes					
23g.	Different software, hardware, and standards across systems					
23h.	Other issues you think are important: _____ _____ _____					
24.	Do privacy concerns limit the use of STB data?					
24a.	If so, how?					

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25.	Use this space to tell us any additional information about your STB measurement application that you think we should know:		

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

_____ phone _____

_____ @ _____
 email