Data Creators

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 Creator questionnaire since we believe you are generating raw STB data from an application running in the STB, which you collect on a server for further processing. 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	Stu Gray Stu Gray Research	Jim Dennison CableMeasures
tbroo@aol.com	stugrayresearch@aol.com	jdennison@cablemeasures.com

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

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
1.	Which of the following types of STB activity is:	<u>captured</u>	<u>processed</u>			
	(check all that apply)					
1a.	Channel Change					
1b.	VOD					
1c.	Internal DVR Playback					
1d.	DVR Playback with program title					
1e.	FF (incl. Skip)					
1f.	Rewind (backwards play)					
1g.	Pause					
1h.	Games					
1i.	Short codes (codes entered with the remote control, functioning similar to cell phone CSC codes)					
1j.	Polling (Voting)					
1k.	Muting					
1l.	Guide usage					
1m.	Other:					
1n.	Other:					

	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			
2.	Can your STB software detect and capture usage for the following external devices?					
2a.	DVR					
2b.	DVD					
2c.	VCR					
2d.	Game console					
2e.	Internet Video STB (Netflix, Roku, SlingCatcher/SlingBox, Apple TV, Vudu, others)					
2f.	Please list any other external devices not mentioned above:					

Set-top Box Study Questionnaire for

Data Creators

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	Yes	No		Answer Later	Decline to Answer
3.	Does data capture occur automatically, at specified time intervals?					
3a.	If so, what is the interval?					
3b.	Can the interval be adjusted without software modification?					
4.	Does data capture occur based on Channel Changes and other events that are similar?					
4a.	If similar events, what are they?					
4b.	Is there a minimum duration a tuning event must reach in order to trigger data tracking?					
4c.	If so, what is the duration?					
4d.	Can it be adjusted without software modification?					
5.	Can your STB application track PIP (Picture In Picture)?					
	If yes, what data is collected?					
5a.	Channel for PIP					
5b.	Channel for Main Picture					
5c.	Channel for Audio in use					
5d.	Other:					
6.	Can you identify all channels of a mosaic, i.e. three or more channels viewable on one screen?					
6a.	Can you identify which channel has active audio?					
7.	What % of STBs that **can** report data actually **do** report data each day, on average?					

Data Creators

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	Yes	No	Answer Later	Decline to Answer
8.	How do you know when an STB is malfunctioning, resulting in loss of data?				
9.	How do you determine whether lack of tuning data reflects no tuning or is due to a malfunction?				
9a.	What are the types of malfunctions? _____ _____				
9b.	Are records kept of device malfunctions?				
9c.	How often are they updated?				
10.	When an STB is rebooted, or after a power failure, which of the following best describes what happens to previously captured tuning data stored in the STB?				
10a.	Data is recoverable _____ Data is lost _____				
10b.	If recoverable, up to what interval?				
11.	What is your STB storage capacity in terms of number of events?				
12.	What is your STB storage capacity in terms of the period of time that can be stored?				

STB Committee
Council for Research Excellence
© 2009 CRE

Return to: Gray, Brooks, and Dennison
June 12, 2009

Data Creators

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	Yes	No	Answer Later	Decline to Answer
13.	How often is data sent from individual STBs to a collection server?				
14.	Is data collected from all RPD-enabled STBs each day?				
14a.	If not from all, what portion is collected each day (or other interval)? Example: 14% each day, 10,000 STBs per day				
15.	What is the smallest geographic level for which you are able to provide tuning data? (e.g. system, county, ZIP code, block group, ad zone, etc.)				
16.	Are non-residential subscribers' STB data combined with STB data for residential subscribers'?				
16a.	If yes, are data for non-residential subscribers' STBs identified in such a way that users of your data can differentiate it from residential subscribers' data?				
17.	Are you able to identify tuning data by location of device within the Household? (e.g. kitchen, family room, etc.)				
18.	Do you obtain characteristics of STB *households* (e.g., size of household, age of householder, presence of children, etc.)?				
18a.	If so, how do you obtain these characteristics:				
18b.	If not, do you plan in the future to collect and report it?				
19.	Do you obtain demographics of *each resident* of STB households ? (e.g., age, sex, education, etc.)				

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	Yes	No		Answer Later	Decline to Answer
19a.	If so, how do you obtain these demographics?					
19b.	If you don't have demographics, do you plan in the future to collect and report them?					
20.	Do you obtain demographics of *viewers* of individual programs through methods such as a survey or panel?					
20a.	If so, which method do you use to obtain these viewer demographics?					
20b.	If not, do you plan in the future to collect and report viewer demographics?					
21.	Do you provide different datasets in terms of format or content to different companies that process your raw data into end-user reports and databases? Examples might be tuning with and without DVR playback, second by second vs. 5 min intervals, etc.					
22.	Do you have different software applications in use that collect significantly different data, either in terms of format or content? Examples might be channel changes only are collected in one version, but another version collects channel changes plus DVR usage, or one application collects second by second data and another measures 5 min intervals.					

Data Creators

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
		Yes	No		
23.	Use this space to tell us any additional information about your STB measurement application that you think we should know:				

•••

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

_____   _____

Name   phone

_____@_____

email