

Prefix FirstName LastName
Title
CompanyName
Address 1
Address2
City, State ZIPcode



April 28, 2009

Dear FirstName:

The purpose of this letter is to inform you about the Set Top Box Study that is being conducted under the auspices of the Council for Research Excellence (CRE.) As you may already know, the CRE is an independent industry organization, whose members include the leading researchers from national advertisers, agencies, broadcast networks and television station groups, cable networks and MSOs, and trade organizations CAB, TVB, MRC and AAAA. A list of members is included with this letter (Attachment A.)

The Set Top Box Study is one of four projects currently underway at the CRE, whose mission is to advance the knowledge and practice of methodological research on audience measurement.

By way of this letter I introduce to you Tim Brooks, Stu Gray and Jim Dennison, the independent consultants whose services have been engaged to conduct the Set Top Box Study. Each of these individuals has extensive prior experience, is well-known and respected within our industry, and received the approval of the CRE before being awarded contracts for their services.

The study of set top boxes can only be accomplished with the cooperation of individuals such as you. It is our hope that, when contacted by Tim, Stu or Jim, you will be able to provide them with answers to a series of general questions about set top boxes. We assure you that your answers will be kept confidential, and reported anonymously, only in aggregate with other companies.

When complete, the summarized findings of the report will be shared with the industry, and sent to those who participated in the study. If you wish, we'll include a list of the products and services you make available for purchase/subscription. A list of companies whose cooperation we seek for this study is included in this letter (Attachment B.)

If you have any questions about the CRE or the Set Top Box Study, please feel free to contact me, Pat Liguori or Richard Zackon. Our contact information is below.

On behalf of the entire Council for Research Excellence, we thank you in advance for your cooperation.

Note: if this questionnaire is best answered by someone else at your company, please forward it to them.

Sincerely,

Mike Hess
Chair, CRE
mikehess@email.com

Pat Liguori
Chair, Set Top Box Committee,
CRE
patliguori@email.com

Richard Zackon
Facilitator, CRE
rzackon@email.com



ATTACHMENT A

Council Membership March 26, 2009

Brad Adgate	Senior Vice President, Research	Horizon Media
Shari Anne Brill	Senior Vice President, Director of Programming Services	Carat
Joanne Burns	Executive Vice President, Marketing, Research and New Media	20th Television, Fox
Michele Buslik	Senior Vice President, Director Media Research	TargetCast TCM
Alex Corteselli	Vice President, Associate Director of Programming	Telerep
Laura Cowan	Vice President, Media Director	Rick Johnson & Co.
Susan Cuccinello	Senior Vice President, Research	TVB
Paul Donato	Executive Vice President, Chief Research Officer	The Nielsen Company
Colleen Fahey-Rush	Executive Vice President, Research	MTV Networks
Nancy Gallagher	Senior Vice President, News Sports and Affiliate Research	NBC Universal
Mike Hess	Executive Vice President, Research, Marketing Science, and Consumer Insights	Carat
George Ivie	Executive Director	MRC
Bob Ivins	Vice President, Data Products	Comcast Spotlight
Mark Kaline	Global Media Director	Kimberly Clark
Pat Liguori	Senior Vice President, Research/Electronic Measurement	ABC Owned Television Stations
Michael Link	Senior Vice President, Measurement Science	The Nielsen Company
Billy McDowell	Vice President, Research	Raycom Media
Dan Murphy	Senior Vice President, Online Research & Ad Traffic	Univision
Michael Nathanson	Senior Analyst, U.S. Media	Sanford C. Bernstein and Co.
Michael Orgera	Senior Vice President, Media Sales Research	Warner Brothers
Jessica Pantanini	Chief Operations Officer	Bromley Communications
Mike Pardee	Senior Vice President, Research	Scripps Networks
David Poltrack	Chief Research Officer	CBS Corporation
Beth Rockwood	Senior Vice President, Market Resources	Discovery Communications
Greg Ross	Director, North American Media & Marketing	Procter & Gamble
Matt Ross	Corporate Research Director	Hearst-Argyle Television
Lyle Schwartz	Senior Vice President, Media Director of Broadcast	Mediaedge: CIA
Ceril Shagrin	Senior Vice President, Corporate Research	Univision
Tina Silvestri	Senior Vice President, Sales Operations	NBC Universal
Noreen Simmons	Director, Media Strategy & Operations	Unilever
Barbara Singer	Director, Strategic Media Information	Kraft
Kate Sirkin	Global Research Director	Starcom MediaVest Group
Steve Sternberg	Executive Vice President, Director of Audience Analysis	MAGNA
Ira Sussman	Senior Vice President, Research & Insight	CAB
Beth Uyenco	Global Research Director	Microsoft Advertising
Jack Wakshlag	Chief Research Officer	Turner Broadcasting



ATTACHMENT A

Officers

CRE Chair: Mike Hess
CRE Vice Chair: Ira Sussman
Secretary-Treasurer: Jessica Pantanini
Facilitator: Richard Zackon

Operating Committees (Chairs)

Steering: Ira Sussman
Communications: Jessica Pantanini

Research Committees (Chairs)

Non-response Committee: Ceril Shagrin
Media Consumption and Engagement: Shari Anne Brill
Methodology Review: Beth Uyenco
Set Top Boxes: Pat Liguori
Universe Estimates: Nancy Gallagher



ATTACHMENT B

SET TOP BOX PROPOSED PARTICIPANT LIST

(additional roles in parentheses)

Data Owners:

Brighthouse
Cablevision
Charter
Comcast
Cox Time Warner Cable
Verizon-Fios
AT&T-U-Verse
DirecTV (creator)
Echostar/Dish (creator)
TiVo (creator)

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. If a company is involved in additional aspects of STB data, they will receive an additional questionnaire for that role.

Data Creators:

Navic (aggregator/ad vendor)
Macrovision (aggregator/ad vendor)
itaas
Guideworks
TVWorks
OpenTV
Everstream
Invidi (aggregator/ad vendor)
Visible World (aggregator/ad vendor)
Google (aggregator/ad vendor)
Project Canoe (aggregator/ad vendor)

Data Aggregators:

TNS
Rentrak
TRA
Nielsen Advanced Digital Services

Third Party Processors:

Donovan
IMS
Star Media
Telmar