

## The Council for Research Excellence Set-Top Box Subcommittee

The project undertaken by the Set-Top Box subcommittee requires an in-depth examination of both STB technology (hardware and software) and research practices (sampling, methodology, data collection and processing, etc.), as well as the interrelationship of the two.

After careful review of the six submissions received in response to an August 15, 2008 RFP, the subcommittee unanimously agreed that the best course of action would be to engage two consulting firms with complementary, though not completely mutually-exclusive, skill sets. Those firms are the **Tim Brooks/Stu Gray Consultancy** and **Jim Dennison's Cable Measures**.

We believe Jim Dennison of Cable Measures can best address the technical issues, while Stu Gray and Tim Brooks are best placed to address the measurement and business issues. The STB subcommittee is confident that the engagement of both firms will assure that two very different, though equally complex, disciplines are examined by those most qualified to do so.

These winning proposals provide for the creation and fielding of questionnaires, the processing, aggregating and analysis of the information obtained, and the subsequent delivery of a "white paper," the findings of which are to be shared industry-wide.