

**ANYTIME**

**ANYWHERE**

**MEDIA**

**MEASUREMENT**

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**Nielsen**  
Media Research

# Expanding Electronic Local Measurement

- Electronic measurement in all local markets, targeted by 2011
- Extension of LPM roll out to markets 11-25 over next three years
- Introduction of A/P 3.0 Meter for markets 26-60 starting in 2008
  - New, “lite” version of A/P Meter – placed next to the television – with existing People Meter



# Expanding Electronic Local Measurement

- Development of battery powered set meters for markets 61-125
  - Mailed to sample homes and kept for 35 days
  - Initially supplemented with location logs; testing electronic persons counter
  - Implementation plan to be determined by mid 2007 after initial testing
- On parallel track: research into tag technology as possible passive replacement for People Meter



# Expanding Electronic Local Measurement

- Aggressively pursue multiple solutions for remaining markets, including:
  - Set top box data coupled with sample data
  - Internet
  - Regional VPVHs
  - In-Market Electronic Measurement



# Measuring Out-of-Home Viewing

- Testing new personal “Go Meters” in different forms
  - Cell phone and MP3 versions based on audio signatures
  - Initial external testing: 3<sup>rd</sup> Q 2006 – 1<sup>st</sup> Q 2007
  - Expanded field test: late 2007/early 2008
- Introduction of Out of Home measurement services beginning in 2008



# Measurement of Portable Media Devices

- Begin development of “Solo Meters”
  - For both wired and wireless devices
- Introduce tracking studies and other on-going research
  - To measure which devices are successful among consumers
  - To measure how much video content is being consumed on each device
  - Utilizing
    - Home Technology Report
    - Asking questions of current and existing sample households
    - Launching custom panel of 400 iPod users in the Fall



# Integrating TV and Internet Measurement

- Measurement of streaming video – new service from Nielsen//NetRatings later this year
  - Combination of SiteCensus service and metered panel data
  - Clients will “tag” content



# Integrating TV and Internet Measurement

- Integrated measurement
  - Clients want to better understand how TV and the Internet work together; measure using same metrics
  - Step 1: Fusion of Nielsen National ratings with Nielsen//NetRatings data - available this summer
  - Step 2: Install Nielsen//NetRatings meters in all National and LPM households in late 2007/early 2008





# Engagement Research

- Evaluation of new consumer centric metrics to measure viewer “engagement” in TV programming
  - Television Engagement
  - Cross Platform Engagement
- Working closely with 20 member client committee
  - What metrics best predict consumers’ response to advertising
- Launching pilot program using exiting Turnover sample households