

THE COUNCIL FOR RESEARCH EXCELLENCE

June 26, 2008

Millenium Broadway Hotel

New York, New York

1:00 p.m. to 3:00 p.m.

Council members present: MARK KALINE (Chair), MIKE HESS (Vice chair), GEORGE IVIE, MICHELE BUSLIK, NANCY GALLAGHER, PAUL DONATO, MARK GREEN, JEAN GOLDBERG, SHARI ANNE BRILL, JACK WAKSHLAG, COLLEEN FAHEY RUSH, IRA SUSSMAN, CERIL SHAGRIN, DAVID POLTRACK, LYLE SCHWARTZ, HENRY DeVAULT, MELVA BENOIT and RICHARD ZACKON (Facilitator). PRESENT BY PHONE: JESSICA)PANTANINI, SUSAN CUCCINELLO, VICKY CHAMPLIN, PAT LIGUORI, JONATHAN SIMMS, RICK KIELTY, STEVE STERNBERG, JOANNE BURNS. ALSO PRESENT: ANNE SAINI

The meeting was called to order by Chairman Mark Kaline.

Steering Committee

1. Communication

Mike Hess reported that Jessica Pantanini had agreed to share the Communications Committee and is seeking volunteers. He then introduced Anne Saini of Nielsen who serves in a communications role and thanked her for her efforts.

2. Membership

Mike announced that Don Gloeckler of Procter & Gamble was moving to a new assignment within P&G and he will be stepping down from the Council. Mike shared Don's positive impressions of the Council and thanked him for his service. A new P&G media person has not yet been named. Jean Goldberg's retirement from Warner Brothers was also announced.

A slate for new members was announced. Names had been submitted and bios and statement of intent reviewed by the Steering Committee. The Committee recommended a single vote on the entire slate.

Brad Adgate (Horizon Media), Alex Corteselli (Telerep), Laura Cowan (Rick Johnson and Company), Billy McDowell (Raycom Media), Dan Murphy(Univision), Mike Nathanson (Bernstein), Mike Pardee (Scripps), Sarah Patterson (Burrell), Matt Ross(Hearst), Tina Silvestri (NBC), Noreen Simmons (Unilever), Barbara Singer (Kraft) and Beth Uyenco (Microsoft). With the recent retirements, this places us at 38 of 40 seats filled if these members are accepted. We would still like to include members with gaming and mobile experience.

The new members were accepted unanimously. Mike thanked the Steering Committee and the Council for their cooperation. A press release on the new members was called for.

3. Other

The Council chose to hold the formal Annual meeting at which elections are held will be in December. It will give new members a chance to participate before voting.

There was mention of need to modify the by-laws about retirees continuing to participate on the Council and tightening check-signing procedures. The Steering Committee will review and bring back to the Council proposed procedures.

Universe Estimates Committee

Nancy Gallagher noted that five proposals had been received in response to an RFP and one was still on its way. She hoped to return to the next Council meeting with a recommendation. Budget limitations should not preclude a recommendation.

Media Consumption and Engagement

Shari Brill reviewed progress on the Video Consumer Mapping study. 390 interviews in the Core sample is complete, with one more to conduct. The sample composition matches basic demography fairly well and data were reviewed. Nielsen definition of language spoken was discussed and it was this standard the study was to use. Additional information was not yet available for language spoken.

The committee would be reviewing the data from the first wave in August. Other Council members are invited. The second wave will be out of the field by Election Day. Plans need to be made for communicating the data. A report is intended to the Nielsen Client community in First Quarter 2009 at the national meeting. Shari and her team were richly acknowledged.

Response Bias

Ceril Shagrin reported that both Nielsen and University of Michigan plan to analyze, having agreed on a common set of assumptions. Response to the study itself for the Nielsen non-responders was below what had initially been anticipated. Overall response rate was around 67% on the diary study, 76% for the metered study. Ceril believed that they could have gotten to 85% and expressed special disappointment in the response rate to the in-person interview component. Paul Donato agreed to follow up to see what could be learned about the nonresponders.

Ceril expects a lot of good data and learning to come from the study, including the relationship of compliance and viewing patterns. She also suggested some further research on the hardcore non-responders. She expected to share some data in September and will follow up with Jessica's Communication Committee.

Set Top Boxes

Pat Ligouri discussed the transition of the committee on Commercial avoidance to Set Top boxes. The goal of this committee is to do a comprehensive investigation of set-top boxes and learn as much as we can. Another aspect would be data comparisons and usage.

A meeting will be held at Nielsen with Jeff Boehme and others to give a soup-to-nuts overview of set-top boxes.

Passive Measurement

George Ivie presented two components of passive measurement: one is the intrusiveness of the measurement technique of viewing data and the other is person attribution about who's watching. There's been a lot of work in these areas by Nielsen already. He proposed that the committee look at that work. He also reported that Norm Hecht was available to serve on the Committee. George indicated he was not sure he should chair the committee but expressed willingness to chair some of it.

Mark Green said he could arrange for a meeting at Nielsen. Paul Donato agreed to explore ways to discuss various technologies while protecting some of its R&D. He expressed his interest in passive measurement and spoke of Bob Luff's new toys. Jack Wakshlag noted this committee might overlap some with Set Top Boxes.

Psychographics/Segmentation

Mike Hess spoke of the importance of psychographics in survey research and potentially media research. He cited some research from his own experience in entertainment and health care which argued in favor of psychographics. The committee would have as its first objective the demonstration that psychographics can work.

Mark Green spoke to the importance of behavioral variables. He also expressed concern for trendability. Jessica Pantanini brought up the topic of culturalization. Dave Poltrack suggested psychographics could help in understanding non-response.

Jack Wakshlag expressed concern with reliability and validity of the metrics and suggested some testing. Michelle Buslik asked about fusion

Mike felt there was sufficient interest to go to the next step of a committee.

Cross platform

Colleen Fahey-Rush is concerned with how content is consumed on television and online. Advertisers are interested in how they can optimize where they're putting their ads on media brands. She seeks to assess the tools that Nielsen is beginning to roll out in terms of their ability to measure this.

Jack Wakshlag considered alternate ways of combining data. Paul Donato Donato spoke to the complexities of seven streams of data. Michelle Buslik spoke to the importance of building confidence in fused measures. Dave Poltrack suggested the Ball state be completed before tackling this topic. Colleen agreed.

Ceril Shagrin said research is needed to determine the best way to measure the delivery and value of multi-platform advertising. She wouldn't suggest spending until the Ball State data are available. Both Colleen and Ceril saw their issues as distinct.

George Ivie expressed concern about the need to illuminate methods of data integration and fusion.

Analog to Digital Conversion.

Mark Green said he would be issuing a report within the next few days on tracking the conversion from analog to digital.

Mark also stepped up to initiate a “learning committee” which would help plan our September meeting and would consider issues across the other committees.

At 3:04 p.m., the meeting adjourned.