

Minutes from Quarterly CRE Meeting September 17, 2009

1 p.m.

780 Third Avenue
New York, New York

In attendance: MIKE HESS, Chair, IRA SUSSMAN, MICHAEL LINK, BRAD ADGATE, HORST STIPP, NANCY GALLAGHER, DAN MURPHY, MICHELE BUSLIK, DAVID POLTRACK, MICHAEL NATHANSON, BARBARA SINGER, SHARI ANNE BRILL, STEVE STERNBERG, COLLEEN FAHEY RUSH, CERIL SHAGRIN, SUSAN CUCCINELLO, PAT LIGUORI, LAURA COWAN, BETH ROCKWOOD, MATT ROSS, ALEX CORTISELLI, NOREEN SIMMONS, JACK WAKSHLAG, MARK KALINE, GREG ROSS, JOANNE BURNS and RICHARD ZACKON, Facilitator

Present by phone: PAUL DONATO, BETH UYENCO, BILLY McDOWELL, BOB IVINS, and MIKE PARDEE.

- Confirmation of October 22 Brainstorm meeting
- New members approved: Robin Thomas, ABC-Disney; David Marans, A&E Networks; Liz Nash, Deutsch Inc.
- Craig Gugel, ARF and Mitch Oscar were not reported out for a vote
- CRE expressed it is favorable to a book on the VCM suggested by Ball State and is eager to see a prospectus. It did not agree to fund the book.
- Michael nathanson stepped up to assist Jessica Pantanini in her role as Treasurer.
- Brad Adgate reported on progress in finding a PR professional for the CRE. He requested any additional referrals from Council members.
- Nancy Gallagher reported 467 of 600 interviews have been completed in Dallas for the Universe Estimate study. She also expressed the value of a fixed price with RTI and a weekly status report.
- Pat Liguori gave an update on who has agreed to participate on the Set Top Box study. She requested the CRE approve an additional \$10,800 necessary because of the difficulty of securing cooperation from data providers. The Council approved the funds, if necessary, to be available after the STB committee reviews status with its research partners. Pat also agreed to reach out to CRE members in the effort to secure cooperation.
- Horst Stipp discussed the possibility of using Nielsen's convergence panel for further observational research but Nielsen was not willing to interfere with its panel operations. Michael Link offered some

data sets from the convergence panel for analysis. Horst suggested some observational work using TiVO. Michael Link said Nielsen would prefer working with DirecTV or Echostar for business reasons. Life 360, a smart phone platform was also discussed.

- Michael Link noted that in the future labor costs at Nielsen would need to be charged back to the projects.
- ShariAnne Brill reported on data mining work with the VCM study and noted sample sizes are often too small to establish statistical significance. Findings will be shared with the Council.
- Training is being set up in Oldsmar in October to allow clients to work directly with the data in SPSS. How the data are to be distributed has yet to be decided. Nielsen reported it has allowed Sequent and Ball State to conduct third-party analyses on a fee basis.
- ShariAnne shared a proposal for VCM 2 to be conducted by the Media Behavior Institute, the new entity of Sequent Partners and Ball State. The proposed study would go into the field in Spring 2010 to measure change since the original study. DVR playback and VOD will be particular objects of study. The possibility of building on CTAM's segmentation was also discussed. The cost of the proposal would be between \$1.7 and \$2.0 million. Richard Zackon noted the CRE reserves were at \$835,000, although Nielsen had indicated additional funding would be announced soon. Mike Hess suggested ShariAnne bring in refined costs for the December 8 meeting.
- Ceril Shagrin reported that Nielsen's was using the information from the non-response bias study as it was intended to be used: for button-pushing and for improvements in diary recruitment. She also recommended spending \$100,000 for a grad student to mine the data. Michael Link discussed the possibility of a webinar to review the findings and Nielsen's response.
- As part of Insights to Practice, Michael Link said Nielsen would soon issue a report on audio usage in radio from the VCM data. He also addressed an interest in out of home. Richard Zackon asked about the issue of potential bias in samples from the workplace. Michael indicated it appeared that workplace was under-sampled as participants were less likely to be at the workplace than other sources suggested. TV and radio were most affected. The Council considered how large the gap was. There was a concern that independent metrics are that 65% of Adults are working while VCM indicated that was true for only 25%.
- CIMM, the recently announced Coalition for Innovative Media Measurement was discussed and the relationship among CRE, CIMM and Nielsen considered. Jack Wakshlag declared there is nothing about CIMM that has anything to do with creating a competitor to Nielsen. Ira Sussman speculated that maybe CRE would join CIMM. Pat Liguori suggested a conference call with a CIMM representative about set top boxes. It was agreed to revisit the issue in the October brainstorming meeting. CIMM may have a managing director by that point.
- Richard Zackon proposed that the October 22, attendance at which is not required for CRE members, be used for members who have missed a meeting to count as a missed meeting. The Council agreed by acclamation.

- The Council agreed to invite relevant Nielsen representatives to the October meeting. They are to share something, but not give a series of presentations. Michael Link offered to keep his clients focused.
- Beth Uyenco offered to share the 360 Study Microsoft did with the CRE. Ira Sussman suggested that it be delivered as a webinar and that webinars be recorded.
- Members volunteered to help plan for the October meeting: Ira Sussman, Mike Hess, Michele Buslik, Dan Murphy, Beth Uyenco and Colleen Fahey Rush.
- Nancy Gallagher requested dates for CRE meetings in 2010.
- The meeting adjourned at 3:52 p.m.