



# The Council for Research Excellence

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# Mission



To advance the knowledge and practice of methodological research on audience measurement through the active collaboration of The Nielsen Company and its clients.



# Organization



- Formed in 2005
- Client lead: 40 members from broadcast, cable, digital, agencies, advertisers and industry groups.
- Nielsen has contributed \$10.0 million to the effort to date.



# Leadership



- Council Chair: Mike Hess, Carat
- Non-Response: Ceril Shagrin, Univision
- Media Consumption & Engagement: Laura Cowan, RJC Advertising
- Set Top Box: Pat Liguori, ABC TV Owned Stations
- Universe Estimates: Nancy Gallagher, NBC Universal
- Digital: Dan Murphy, Univision Interactive Media
- Insights to Practice: Susan Cuccinello, TVB
- Communications: Jessica Pantanini, Bromley Communications



# Membership



- **Brad Adgate**,  
Horizon Media
- **Shari Anne Brill**,  
Bridge Member
- **Joanne Burns**,  
20th Television, Fox
- **Michele Buslik**,  
TargetCast TCM
- **Alex Corteselli**, Cox Reps
- **Paul Donato**, Nielsen
- **Colleen Fahey Rush**,  
MTV Network
- **Hadassa Gerber**,  
SNTA
- **George Ivie**, MRC
- **Bob Ivins**, Comcast



# Membership



- **Mark Kaline,**  
Kimberly Clark
- **Michael Link,** Nielsen
- **David Marans,**  
Bridge Member
- **Billy McDowell,**  
Raycom Media
- **Liz Nash,** Deutsch, Inc.
- **Michael Orgera,**  
Warner Brothers
- **Mike Pardee,**  
Scripps Networks
- **David Poltrack,** CBS
- **Lisa Quan,** Magna
- **Beth Rockwood,** Discovery



# Membership



- **Greg Ross**, Procter & Gamble
- **Matt Ross**, Hearst
- **Lyle Schwartz**, GroupM
- **Noreen Simmons**, Unilever
- **Kate Sirkin**, Starcom MediaVest
- **Horst Stipp**, NBC Universal
- **Robin E. Thomas**, Disney-ABC
- **Beth Uyenco**, Microsoft Advertising
- **Jack Wakshlag**, Turner Broadcasting



# CRE Research Initiatives



- Non-Response Bias:  
Are there differences between cooperators and non-cooperators?
- Video Consumer Mapping:  
What is the overall media landscape?
- Set Top Box:  
How can this new technology enhance measurement?
- Media-Related UE's:  
How valid are sample based estimates?
- Digital Media:  
Where to focus on upgrading audience measurement?





# Non-response Bias



- How do Nielsen meter/diary cooperators differ from non-cooperators?
  - A \$2.1 million state of the art multi-mode, multi-wave, high incentive survey with independent analysis led by Dr. Bob Groves
  - Key finding: Few differences between Cooperators and Refusers on TV viewing measures
  - Initial results presented at 2009 AAPOR and to be shared with industry at ARF Audience Measurement 5.0



# Video Consumer Mapping



- Objective: To Dimension current consumption of media—focusing on television and video—and how it is changing over time in order to guide audience measurement
- Direct observation of 476 adults across five markets for two full days, demonstrated the continued dominance of traditional television, the potential limits of screen time and the perils of self-reported media usage measures
- Additional analyses of simultaneous activities, concurrent media usage, social viewing and commercial exposure to be reported out tomorrow



# Set Top Box



- What is the current state of STB data and its processing?
  - 30 different companies, including Nielsen, were surveyed with confidentiality of their responses promised.
  - Companies were categorized as data owners, creators, aggregators and third party processors. Cooperation rate was 50%.
  - Although the diverse range of measurement and editing practices was made clear, many unanswered questions limit informed decisions by data users.



# Media-related Universe Estimates



- How valid is the practice of using local market samples developed for audience measurement to estimate the incidence of ownership of various media technologies? What steps can be taken to improve the process.
  - An independent survey was conducted in the Dallas-Ft. Worth market
  - Results expected to be reported out in late 3rd Quarter



# Digital Research



- How do traditional TV researchers wrap their thinking around the new media?
- How do digital researchers not steeped in audience measurement draw upon decades of research learning?
  - A tutorial on digital measurement has been prepared by the CRE and will be unveiled for clients next month.
  - This effort will help the CRE determine where to invest in digital research.



# Insights To Practice



- An ongoing dialogue with The Nielsen Company to apply the learnings from the various CRE research initiatives to improve the methodology of audience measurement.
  - Learnings from Non-response Study are improving respondent cooperation
  - VCM Study identified currently unmeasured video viewing



# New Possible Directions



- A mini conference to explore nonresponse bias
- Out of home and at-work media
- Changing demographics
- Life stage study: changing media use among 25+
- Metric to assess value across all media platforms
- Mobile and the impact of digital technology on media use
- Interactive sampling
- VCM replication



# The CRE And Nielsen Clients



- Webinars
- Participation: Council, Committees
- Survey
- Client Forum
- Website





# Webinars



- **Privacy**  
Now available on website
- **Set Top Box**  
June 29
- **Viewing in Context**  
July 20
- **Non Response**  
TBD
- **Digital Research Tutorial**  
TBD



# Client Participation



- Council chairs: 5 current vacancies
- Membership requirements include quarterly meetings and participation on at least one committee.
- Contact your Nielsen client service representative if you are interested in joining.
- New members will be voted on by the Council in September
- Committee participation is also open to Nielsen clients.



# Client Survey



The Council is considering a survey of the Nielsen client community to assess the performance of the CRE and to establish interest in possible new research initiatives

The Nielsen client community is the stakeholder group whose interest the CRE is designed to serve



# Client Forum



The CRE is considering a half day thought session of 30 or so non-Council members to help bring fresh thinking to our research efforts.

The Council is all about thoughtful dialogue generating excellent research.

We will use our client survey to gauge the interest for this effort.



# CRE Website



Visit us at: [www.researchexcellence.com](http://www.researchexcellence.com)

Studies, webinars & transcripts of CRE meetings are posted there.





# Thank You

To the members of the Council for Research Excellence and those who serve on its committees for all your volunteer work





# Thank You

To The Nielsen Company for your continued financial support of the CRE and to the many employees of The Nielsen Company for your contributions to CRE research initiatives work

