

**Council for Research Excellence
Media Consumption and Engagement Committee**

**REQUEST FOR PROPOSAL
Concurrent Platform Usage**

The mission of the Council for Research Excellence (CRE) is to advance the knowledge and practice of methodological research on audience measurement.

Purpose: As we consider how to align cross-platform metrics, it is essential to understand the increasingly frequent phenomenon of concurrent media platform usage. This study is designed as a 'deep dive' into concurrent usage, to determine which devices are being used together, who is using them, what they are being used for, how they interact, and how concurrent usage potentially impacts advertising awareness, as a way of determining what we need to measure on each platform.

The Media Consumption and Engagement Committee is looking for a detailed examination of concurrent usage of media platforms and devices; that is, simultaneous media usage while viewing video. Platforms can include traditional TV sets, video-enabled laptops, tablets and smartphones and extend to radio, print and other media.

This would include sizing the universe, understanding which media/devices are most likely to be used together and what each is used for, the impact this has on advertising awareness and effectiveness, and how this behavior might be measured on an ongoing basis.

We ask you to propose the best methodology to address the questions below. You may address some questions and not others, if you feel that some do not fit your core competencies.

Objectives: There are four basic areas we would like to explore:

- **Big Picture:** How much concurrent platform usage is taking place, what are the typical combinations, and what are the key demographic, geographic and temporal patterns?
- **Individual Behaviors:** What are the different combinations of platforms being used for, and for how long?
- **Group Dynamics:** What are the dynamics at play in terms of concurrent platform usage when multiple individuals are in the same location?
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Impact:

- What effect does concurrent platform usage have on how consumers experience content and advertising?

Additional areas we would like to be addressed, in the context of the four Objectives noted above, include:

- **'Screen Hierarchy':** Are there any patterns in terms of which screen is primary, secondary, etc.?
- **Planning:** Does the consumer 'plan' for a particular configuration of concurrently-used platforms and how can this change?
- **Perception:** What does the consumer believe the benefits of concurrent platform usage are? Does the consumer believe there is any change in their attention levels when using platforms concurrently?
- **Measurement:** What measurement methodologies might be used to track changes in concurrent platform usage over time?
- **Other Platforms:** Are there other platforms, audio for example, that should be included in a study of cross platform usage?

Specifications: We ask you to propose the best methodology to address the questions above. We are open to innovative technological solutions, such as electronic logs (with entry either by the subjects or by observers), and detection devices that might automatically capture what a subject was viewing on a hand-held device. We are also open to having certain data drawn from pre-existing and/or secondary sources, but ultimately we want to have a more in-depth understanding of concurrent usage than is available from current syndicated data.

Deliverables and Expectations: Upon completion, we will require workshop call(s) to review and discuss findings and an Executive Summary presentation deck. We will also want an in-depth white paper detailing findings, and for the selected Supplier to be available for presentations and discussions of results. We will also require raw data, with the ability to access it by common computer programs.

Proposal Format:

The proposal should contain the following components:

- **Process:** This section should identify the proposed data gathering methodology and approach.
- **Deliverables:** The proposal should lay out the specific processes, and the anticipated approximate length of the report to be delivered.
- **Timing:** The proposal should present milestones expressed in number of weeks after the contract is awarded.
- **Cost:** The budget for this project has not been established. Please provide a specific breakdown of your pricing.
- **Profile:** The Committee is looking for a Supplier with experience in media research and the media industry. Please provide the following information:
 - Bio/CV/Resume, including recent research in the TV/new technology industry

- Describe what makes your work especially valuable? (it's OK to brag a little)
- Two examples of similar work you can share.
- What aspects of this project would your firm outsource? If you intend to outsource, how would performance and confidentiality be handled?
- Please provide two references for whom you have completed projects or with whom you have worked.

Organizational Profile:

The Council for Research Excellence is funded by Nielsen on behalf of its Clients. Since its founding, the Council has identified some areas that require exploration and has sought proposals from independent researchers, institutions and research companies to design, execute and report the findings of their research. The Council committee charged with addressing media consumption and engagement has authorized this request. To learn more about the Council, please see www.researchexcellence.com.

The Media Consumption and Engagement Committee (MCE) hyperlink is chaired by Joseph Abruzzo, EVP and Chief Exploration Officer at Havas Media. Recent research includes a white paper on [Alignment of Cross-Media Metrics](#) in 2015, ["TV Untethered"](#) in 2013, the [Study of User Experience \(UX\) On Multiple Video Screens and Formats](#) in 2011 and the [Video Consumer Mapping Study](#), reported in 2009.

The committee will review all submissions and make recommendations to the full Council for final acceptance.

Basis for Award of Contract:

The Council's evaluation will be based on the Supplier's ability to address all issues and questions in the assignment, and other factors such as research design, prior experience, pricing, completeness of proposal, and ability to meet deadlines.

The Council is seeking the highest quality methods, exemplary execution and thought-leadership. The proposal should reflect the CRE's commitment to methodological excellence.

The Council reserves the right to select and/or negotiate with one or more of those Suppliers it deems most qualified, reject any or all proposals received, and make an award in whole or in part.

Timetable:

- **Please let us know by Monday, April 13, 2015 if you will be submitting a proposal.**
- **Proposal Submission Deadline: Monday, April 27, 2015**
- **Anticipated Award Date: after June 10, 2015**

Proposal Submission:

Richard Zackon is the facilitator for the Council for Research Excellence. Submissions should be sent to rpf@researchexcellence.com .

Other terms:

- Following the date at which the Council receives the Supplier's proposal and pricing, that proposal and price shall be binding on the Supplier in all respects for a period of 90 days.
- In submitting a proposal, the Supplier understands that the Council will determine at its sole discretion which proposal, if any, is accepted. The Supplier waives any right to claim damages of any nature whatever.
- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The Council will consider each proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the Council.
- Each Supplier agrees that they shall absorb all costs incurred in its preparation, revision, and presentation of any proposal.
- When applicable and approved, any travel and lodging will be billed at cost.
- The Council intends to share a public report of findings.

Additional information and clarifications: Please submit all questions to rfp@researchexcellence.com

**This proposal is separate and distinct from the proposal titled:
Valuation of Cross Platform Viewing**