



June 14, 2013

**REQUEST FOR PROPOSAL  
Ethnography**

The mission of the Council for Research Excellence is to advance the knowledge and practice of methodological research on audience measurement through the active collaboration of Nielsen's clients and Nielsen. 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.

This request has been authorized by the Council's Digital committee, which is charged with addressing measurement of video viewing dynamics and video consumption through internet connected devices.

**Organizational Profile**

The Council for Research Excellence consists of clients of Nielsen, plus two representatives of Nielsen. To learn more about the Council, please see [www.researchexcellence.com](http://www.researchexcellence.com).

**Digital Research Committee**

Bryon Schafer of Hulu is currently the chair of the Digital Research Committee. Recent research from this committee includes a look into the role that publisher data can play in the advertising ecosystem (April, 2012). We have also recently conducted a pilot neurological study, and a whitepaper on viewable advertising in digital video.

**Purpose of this Request:** The Digital Research Committee would like to commission ethnographic research over the course of the next 24 months to help answer these research questions:

1. How does the viewing of video differ by device in the connected home, and outside of the home as well?
  - Devices can include PCs/laptops, Connected TVs (gaming consoles, smartTVs, STBs, etc.), tablets, phones, and personal gaming devices
2. How do so many viewing variables (and dimensions to these variables) interact and impact approaches to video viewing? For example:
  - Locations in and out of the household
  - Group viewing vs. individual viewing (alone, even when together)
  - Simultaneous media usage/connected device usage
  - Mechanisms for deeper relationships with content, such as
    - Casual gaming, extended content, curation, user experience, social media



- Device interactions (e.g. augment to DVR, two-screen interactivity)
  - Viewing approaches such as “search & destroy” vs. programming “discovery”
  - Time of day (i.e. “traditional” dayparts) as well as available time to watch video (e.g. 30 min lunch break, vs. “when the baby goes to sleep”)
  - Attentiveness dynamics, such as:
    - Only watching TV vs. Watching TV while making dinner
    - Favorites or “must see” versus “background noise”
  - Approaches, such as:
    - VOD vs. Linear viewing “viewing sessions”
      - Bingeing/marathoning
      - Single show per viewing session
      - Time based viewing (x shows in 90 min.)
  - Role of VOD in the user’s larger media life (SVOD, FVOD, etc.)
  - Role of video platform in the user’s larger media life
  - Role of video services in the home (Netflix, DirecTV)

## **Objective**

The aim of this study is to understand the impacts of internet technology and video platform proliferation on video viewing practices from a cultural perspective. It will examine how people talk about, think about, value and, ultimately, use these technologies in relation to their current television/video viewing practices and attitudes, as well as relationships with other technologies such as the DVR.

## **Methodology**

We believe that, for this study, participant observation will be the primary means to collect information. Trained, professional fieldworkers should come to understand the cultural dimensions of individual and group behavior by representing the participants’ media consumption, values and beliefs, through ‘their eyes,’ so to speak. Participant observation should afford the most natural and unmediated view of the relationship between household dynamics, media consumption patterns, the devices on which video is consumed, and the services that afford consumers the opportunities to watch video. This is information not easily captured in semi-structured interviews, online surveys and journals.

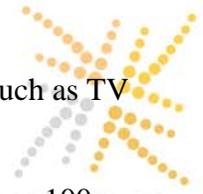
However, interviews, surveys and journals can also play an important part of data collection. We expect a number of planned questions and exercises will be posed to the participants during and in-between fieldworker visits -- however, the majority of information will likely be gathered through the process of natural conversation and interaction. We expect to have a significant amount of high-quality written and videotaped assets of as part of our deliverables. We would also like to have reporting and presentations as quarterly waves.

## **Sampling Frame and Timing**

We would like to sample a number of different cohorts and users of different devices, requiring a relatively large panel for ethnography. We have discussed developing a panel as large as 100 households to sample various demographics, technographics and psychographics.

Specifically, we aim to have represented many different household dynamics and demographics, including a good read on Latino consumers and consumers generally along different parts of the

technology adoption curve. For example, we would like to have users of services such as TV Everywhere authentication.



We are prepared to have this project extend over the course of 24 months. As many as 100 households could be tracked for the first year. Then, we would like to consider retaining half of those households for year two, while adding in 25-50 new households for the second year in the field.

For analysis, a number of key themes can be identified and the data can be coded and examined for the most significant patterns related to these themes. We'd love your thinking, in and out "of the box," on this.

### **Budget**

Budget is open, though please provide breakouts for year one and year two.

### **Proposal Format**

The proposal should contain the following components:

- **Process:** This section should identify the proposed data gathering methodology through analysis and reporting.
- **Deliverables:** The proposal should lay out the specific processes, and the anticipated approximate length and frequency of the reports and presentations to be delivered.
- **Timing:** The proposal should present milestones expressed in number of weeks and months after the contract is awarded.
- **Cost:** The budget for this project has not been established, but we recognize the significance of the project and the resources necessary for stewardship with sufficient care. Please provide a specific breakdown of your pricing.
- **Profile:** The Committee is looking for a supplier with experience in video research and the media industry. Please provide the following information.
  - Bio/CV/Resume, including recent research in the TV/new technology industry and ethnographers' anthropological experience.
  - What contacts do you have which will permit you to conduct this study effectively?
  - 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 done projects or with whom you have worked.
  - Any relevant experience or current projects your firm is working on, or anything which might present a conflict of interest.



### **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 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.

### **Proposal Submission**

Bryon Schafer is acting chair of the Digital Research Committee. Submissions should be sent to [bryon@hulu.com](mailto:bryon@hulu.com).

### **Due-Date for Submission**

Submissions should be sent by June 21, 2013.

### **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 CRE may choose to share this information publicly.