

**COUNCIL FOR RESEARCH EXCELLENCE RELEASES  
'GUIDE FOR VALIDATING NEW AND MODELED AUDIENCE DATA'**

**Guide is First-Ever, Single-Source Document to Address the Concept  
of Error Measurement in Datasets and the Questions that Should be Asked  
When Evaluating Measurement Products**

**Designed for Media Professionals at all Levels**

**New York, Nov. 11, 2016** – The Council for Research Excellence (CRE) today released a "Guide for Validating New and Modeled Audience Data" at the organization's Local Measurement Summit in New York.

The CRE worked with RTI International on the development of the 63-page guide, designed to serve as a starting point and tool to help non-statisticians and media researchers at all levels understand the mechanics and sources of error for all measurement products entering the marketplace. Previously, there was no single-source document or guide to help media professionals become familiar with the concept of error measurement in datasets or some of the basic questions they should be asking about the subject. This new guide from the CRE attempts to fill that gap by serving as a starting point in this discussion.

The goal of the guide is to make researchers and other media professionals aware of some limitations and constraints of data used in media measurement. The guide is intended to present a broad overview of the science in working with error in datasets. It serves as a reference and source of information for other documents and papers that further explain individual concepts and delve more deeply into the science of statistics and audience measurement.

Evan Kutner, Vice President, Research, MSNBC and leader of the team of researchers working with RTI to produce the guide, said, "It is important to note that no media measurement product is perfect. Each product differs from the absolute measurement based on the particular methodology applied and potential sources of error. This guide explains why that imperfection exists and what media professionals should be aware of when considering the purchase and use of any measurement product."

Joe Murphy, Senior Survey Methodologist and RTI Team Lead, said, "It can be difficult for data users to know which questions to ask and what aspects of quality are key for accurate media measurement. The guide lays out the statistical principles behind traditional and newer data sources and empowers audience researchers with the questions to ask of their products and providers."

The CRE said it intends to make the guide a "living document." It will be updated and edited as warranted when new products and/or methodologies are introduced into the marketplace.

Chapter headings in the guide include: "Sources of Errors in Media Estimates," "Criteria for Validity and Methods for Assessment," "Key Questions for Assessing Quality" and "Case Studies of Datasets and Estimates."

## **About the Council for Research Excellence**

The Council for Research Excellence (CRE) is an independent research group created in 2005 and funded by Nielsen. The CRE is dedicated to advancing the knowledge and practice of audience measurement methodology and comprises senior-level industry researchers representing advertisers, agencies, broadcast networks, cable, syndicators, local stations and industry associations. CRE members represent advertising agencies, media buying firms, media companies, advertisers, digital publishers, social media companies and industry organizations including ABC Owned Television Stations, AMC Networks, CBS, clypd, Comcast Spotlight, Cox Media Group, CoxReps, ESPN, Greater Media, ITN Networks, Katz Media Group, Magna Global, Media General, Media Rating Council, NBC Universal, Nielsen, Omnicom Media Group, Radio Advertising Bureau, Raycom Media, Scripps Networks Interactive, Tribune Co., Turner Broadcasting System, TVB, Twentieth Television, Twitter, Univision Communications, Viacom Entertainment Group and Weigel Broadcasting.

For more information about the Council for Research Excellence, please visit: <http://www.researchexcellence.com/>

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