



Minutes from Quarterly CRE Meeting
September 15, 2016
Convene Conference Center
101 Park Avenue at 41st
NY, NY 10178
Pershing Hub

Members in Attendance: Joe Abruzzo (Bridge Member), Kathleen Bohan, Cheryl Brink, Jon Cogan, Tim Daly, Paul Donato, Sara Erichson, Hadassa Gerber, Buzz Knight, Billy McDowell, John McMorro, David Poltrack, Debbie Reichig, Beth Rockwood (Bridge Member), Stacey Schulman, Ceril Shagrin, Howard Shimmel

Present by Phone: Artie Bulgrin, Joanne Burns (Bridge Member), Ann Casey, Janet Gallent, Tanya Giles, Jeffrey Graham, Lucy Hughes, George Ivie, Keenan Pendergrass, Robin Thomas

Also Attending: Mark Braff, Gerard Broussard, Lynda Clarizio, Shelley Drasal (by phone), Janice Finkel-Greene, Joe Mandese, Christine Pierce, Eric Solomon, Horst Stipp, Richard Zackon

Absent: Brad Adgate, Pete Doe, Pat Liguori, Tom Ziangas

Opening

Billy McDowell opened the meeting at 1:02 and thanked everyone for being there. He reminded everyone of the four research points (1. Improving measurement of children and teens, 2. How much financial incentive is too much? 3. Integration of return path data (RPD) and 4. Optimizing the use of Nielsen and partner measurement/information assets) that George Ivie had made at the June meeting and asked everyone to list what they thought was relevant for the CRE to pursue as well as what they were looking forward to in 2017.

The responses can be found in the appendix.

The Future of Currency-Joe Mandese

Joe Mandese began by reminding the CRE that he is not a researcher but he is a neutral observer of a lot of pieces of the business, not just TV. The television universe has changed several times over the years, expanding and contracting based on changes of definition. In addition part of the national TV universe is dark because there is not sufficient measurement to get to it.

Media Post publishes every day the supply of digital uniques. Companies like Google and Facebook touch the most people and are best positioned to unify users in the universe. Joe believes it will not be an inferred view of what consumers are doing with media, but an empirical view by tracking them directly. There is a lot of great innovation going on. Joe drew a

distinction between using modeling as a tool rather than as a science.

Dave Poltrack asked Joe whether in his view Google, Facebook, and Netflix will play in a transparent world. Joe replied that he believed that there will be regulation at some point which will have people to permission their own data.

Joe believes the only way to harmonize across platforms is to have a holistic bottom up view from consumers.

The Future of Currency-Gerard Broussard

Gerard Broussard began by reminding the CRE how digital ad spending is now overtaking TV, you can't talk about one without the other. But they are very different in what they do. Almost half of digital spend is search which is not truly advertising but works with advertising. For now and for years to come, we're going to be dealing with two forms of measurement that triangulate to help an advertiser create success with any medium that they're using. Gerard distinguished two types of performance measurements, holistic (multi-touch, marketing mix models) and attribution (last/most recent touch, tactical optimization). Between the two is experimental design (e.g. Nielsen Catalina).

Gerard next distinguished primary verses secondary currency. Advertising for insurance can be purchased with a primary target of adults 25-54 or a secondary target such as recent auto purchases. It is in the secondary target where data enrichment providers get involved. The idea of secondary currency is not new but does require greater granularity and therefore a larger sample size.

In Gerard's opinion, we should focus more on the TV digital partnership which is what advertisers are trying to solve for. In addition, we should pursue triangulation of performance measurement including mix modeling, experimental design and tactical optimization. Regarding primary and secondary currency we should engage in risk mitigation to establish predictive estimates for secondary targets. Regarding programmatic TV, we need to put process and systems in place. A tipping point is coming when a media agency actually buys secondary targets in volume.

Howard Shimmel said he had asked for this conversation so that as an industry we can consider transactions for the year 2020 and the implications for measurement. Lynda Clarizio said that that the hallmark of measurement is that it is standardized, it's verifiable on both sides. Our question is to consider what the world is going to evolve to. Dave Poltrack commented that much of the buying indices are B.S. Data scientists have never seen a number that they don't like. Janice Finkel-Greene questioned how much targeting actually influences cost. Gerard reminded the Council that at the end of the day supply and demand determines cost. Tim Daly noted that TV is different from digital in that the currency is more of an open book. You can't have a currency if it is not an open book. If transactions are going to be based on something like Google and Facebook then it is not a currency anymore.

The Council thanked Joe and Gerard for their presentations and participation. Howard felt that we scratched the surface in these discussions and perhaps the group should continue the discussions.

Nielsen R&D

Christine Pierce remarked that Nielsen wants to ensure that as it rolls out new measurement it is not rolling out new biases. Regarding local strategy, she noted three elements: Return Path Data, Portable People Meter (PPM) and the Scarborough service (moving from paper to electronic measurement). Regarding Return Path Data, there is the bias due to non-coverage and the issue of device measurement not people measurement. Co-viewing, especially of children, is a big concern. Christine echoed George Ivie's suggestion that the CRE look at how to incentivize the panel through compliance. In response to a question from Billy McDowell, Christine said clients were responding very positively regarding Nielsen's recent announcements of local measurement. Tim Daly asked about how the local changes would be rolled out. Sara Erichson noted that Nielsen was eager to announce the retirement of the TV diaries which will completely out by 2018. On a parallel path, Nielsen is moving to electronic measurement in all markets. Horst Stipp asked about Nielsen's plan about quality of exposure such as engagement and effectiveness. Lynda Clarizio expressed strong interest on hearing clients' points of view on the topic. Debbie Reichig stressed the contextual relevance of where the ad is placed. Paul Donato stressed the importance of analytics in understanding the specific elements in the whole system in viewing experience. Howard Shimmel addressed the need to predict the outcomes for the advertiser not just GRP delivery. Hadassa Gerber and Billy McDowell both stressed the importance of measuring advertising as well as programming. George Ivie pointed to the devil in the detail in terms of return path data. We must take care in our effort to correct our measurement by adjusting panel data with return path data. It is a ripe area for study. Lucy Hughes expressed concern about combining local panels and return path data. Christine assured the council that Nielsen will work closely with the MRC.

Steering

Ceril Shagrin reported that Annette Malave of RAB has applied for membership on the Council to replace Andy Rainey who is no longer with the bureau. Annette was approved without opposition.

Ceril then addressed her second topic which had to do with a one-page report of comparative metrics of research companies. Nielsen questioned the appropriateness of that work for CRE. No committee is now working on this project and the Steering Committee decided to hold it back at this time.

The third topic concerned two of the slides in the deck from the Nielsen Consumer Neuroscience study. The issue had to do with the small size of the sample and the methodology. The Steering committee thought that perhaps we needed to remove the two slides and explain why. After discussion, it was decided to let the Neuro committee weigh in. Christine Pierce explained Nielsen's concerns. The standard protocol for blinking lights on the people meter was not followed and there were only 12 respondents to begin with. The study had not been designed as a compliance study. Sara Erichson said going forward Nielsen needs to do a better job of making sure its data scientists are engaged in CRE research design. Richard took responsibility that there had been no Nielsen data science participant on the Neuro committee, although they were involved in the conversations. Howard Shimmel said he would bring this back to his committee and asked Christine how she sees the research going forward in the second phase. Christine said that she wanted to make sure that we are not turning this research into a compliance study but it is about the instructions given to the people. Paul Donato said Nielsen ought to consider how to use Neuro in studying its interfaces. Lynda asked how we can ensure that CRE research is not taken out of context. Richard responded that maybe it means having more eyes earlier on the work. Billy McDowell said that it ought to

be taken to the committee and for it to remain off the website until it is decided. Hadassa noted that the recent reporting demonstrates the value of the CRE and that people think its research is news. This comes with a responsibility.

Ceril raised a final topic having to do with the CRE charter. Richard provided background. At the last CRE meeting, George Ivie commented that the purpose of the CRE was to improve measurement at Nielsen. Richard pointed out that the charter reads that the mission of the CRE is to advance the knowledge and practice of methodological research of audience measurement through the active collaboration of the Nielsen Company and its clients. Sara said in Nielsen's mind the mission of the CRE has always been to advance the measurement of Nielsen. You didn't need the word Nielsen when the CRE was formed because Nielsen was the only game in town. Perhaps today, we need the word Nielsen to ensure the funds advance Nielsen's measurement. Hadassa distinguished between research which improves Nielsen's current products and research which improves measurement. Sara said it has generally not been problematic that CRE brings insights to the industry. There are times because of CRE transparency, Nielsen competitors can benefit. Christine noted that members are under non-disclosure. Sara completed by saying sometimes the CRE will choose topics suitable for an industry wide event and sometimes not. Richard suggested that perhaps the CRE should check in earlier with Nielsen on whether specific research should be shared beyond CRE. Dave Poltrack commented that one value to Nielsen for funding CRE is that they get to be in the process of problem solving with its clients that puts Nielsen way ahead of its competition. Paul Donato noted that the CRE was created during a measurement conflict in which Nielsen invited its clients to conduct research independent of Nielsen. Ceril suggested that for some CRE research Nielsen could specify that it be proprietary. Christine asked if the charter should be changed and Ceril said that it could be changed. Hadassa noted that in a research project some parts could be proprietary and some parts made available. Sara said such a situation applies to the Neuro research.

ROI

Dave Poltrack thanked Paul Donato for rallying the troops at Nielsen and helping to move this project forward. We have put in a proposal to present the findings at the ARF RE-Think meeting in 2017. It is part of the move from counting the house to measuring results. It makes our data more reverent to CMO's. We look to present an early view at our November event.

Finances

Richard reported that the last finance report from Nielsen he received is that \$1.1 million has been spent in 2016.

Insights to Practice

Eric Solomon, reporting for Pete Doe, said the committee had pulled together a list of all the CRE projects, completed and in progress. Eric restated the objective of the Insights to Practice Committee: To ensure that what we learn from CRE projects contributes to improved media measurement. This applies to Nielsen products as well as more generally in the industry, by defining and sharing best practices.

Eric reported the following actions since the last meeting:

- Created CRE Research Tracker
- Created Taxonomy of Positive Outcomes of CRE Projects
- Began Classification of Projects using this taxonomy

- Scheduling next committee meeting for October

Local Measurement

John McMorro reported that his committee received six proposals in response to the RFP for a longitudinal media consumption study for college cohorts. The committee realized that ten years may be a bit ambitious because CRE does not have a ten-year planning horizon.

John also reported on the upcoming Local Measurement Summit on November 11, 2017. It will include a report on Data Validation, the Audio TV Diary and an update on Dave's ROI study. Also, Kelly Abcarian will provide a response from Nielsen.

Audio

The Audio committee is looking for its next project. It is considering a white paper on weighting variables or one on integrating other data sources to stabilize ratings.

Big Data

Stacey Schulman reported that one of the advertiser partners changed privacy policy and needed to bow out of the study. The good news is that AIG is participating and the research has already begun.

Neurometrics

Howard Shimmel said that the committee is about to kick off the in-home study of the neuro project which includes all the measurement and second screen components. Howard asked someone on Christine's team to participate more closely at this stage. He expects to have data to share in February.

Paul Donato asked whether Nielsen at this time is simultaneously capturing iPad and TV. Christine said not yet.

Platform Evaluation

In the absence of Tom Ziangas, Richard reported that the second phase of the Platform Evaluation study was presented at the September 8th event. The Hispanic portion of that study has not yet been presented, but it is forthcoming. He also reported that the neuro, the platform and the ROI studies have been submitted for the March ARF conference.

Concurrent Screen Usage

Richard filled in for Janet who temporarily needed to step away from the call. Consultant Justin Fromm is currently working doing secondary analysis using the GfK data. No results yet. Richard commented that we may look to recombine the Concurrent Screen Usage committee and the Platform Evaluation committee once the current studies have been completed. The combined committee would take back the name Media Consumption and Engagement Committee.

Data Quality

Ceril Shagrin provided an update on the device bias study. The study is three months behind from the previous timetable. The current completion date is May 16, 2017. The second project is the white paper on Data Validation working with RTI. Christine and Paul have made some good suggestions to the text and we expect the final document in October.

Virtual Reality

Jeffrey Graham said there is a good chance that virtual and augmented reality will become important parts of media experience and it is a good idea that CRE starts considering the technology. We are working with a small CRE team and proposing an event allowing attendees to experience high end virtual reality. The opportunity is to experience the technology, form our own opinions and begin to think about how it effects our jobs, our companies and our industry. We are asking \$7500 to fund the event with a target date of October 20th to be held at the Time Warner Media Lab. Hadassa expressed concern about the cost of the equipment and Richard commented that we were limiting attendance to CRE members. Debbie Reichig wanted to confirm that the event is consistent with the CRE mission. Richard commented that the CRE's focus would be on measurement. Sara Erichson added it seems the kind of futuristic looking the CRE should do. Beth Rockwood asked if Nielsen has anything in this area already. Paul and Eric Solomon said they were unaware of any activity, but Sara said Nielsen might be using it. Billy noted that there is a reading list on Virtual Reality in the deck that Jeffrey provided. The Council approved the funds for the event.

Return Path Data

Cheryl Brink said that this a good moment for CRE to partner with Nielsen on various opportunities to use return path data. She invited people to join the task force dedicated to these data. Members who volunteered included Jon Cogan, Billy McDowell, Paul Donato, Kathleen Bohan, Joe Abruzzo, Tim Daly and Beth Rockwood.

Communications

Mark Braff reported on behalf of Ann Casey. The committee had begun work on the latest CRE Nielsen Client Survey which Robin Thomas is leading. Ann looks for the survey to be completed by the end of the year.

Second item is press coverage for the September 8th event. Controversies aside, he noted a good volume of press coverage which demonstrates that the press is paying attention to what the CRE is doing and sees value in the work.

Education

Richard noted that there is still no one leading the education effort for the CRE.

Membership

Richard reported that we have 29 members currently and have room for 40. A number of possible members were discussed including Hulu, YouTube, Group M, Starcom, Saatchi, Simulmedia. Richard noted that we had 86% attendance today.

New Business

Tim Daly discussed the possibility of a Futures committee about where TV is going. Eric Solomon said he would love to participate in that. Richard said Shelley would send out a doodle to get the conversation started. The following people said they would also participate: Stacey Schulman, John McMorrow, Cheryl Brink, Howard Shimmel, Joseph Abruzzo, Debbie Reichig, Christine Pierce, Ceril Shagrin, and Billy McDowell.

Adjournment

The meeting adjourned at 3:57 PM.

Appendix

Howard Shimmel: Turner. #4. And what am I looking forward to next year? I think the election being over.

Christine Pierce: Nielsen. I'm actually going to be talking about some of these same things in my comments later today, but for now I'll say #3, although I would actually prefer to choose all of the above. And in terms of next year, as many of you have probably seen, we put out an announcement earlier this week, so I'm obviously very excited about our local measurement strategy and really getting to work on that even more.

Sara Erichson. I'll pick #3 as well. And I'm looking forward to the New England Patriots winning another championship despite having to start the season without Tom Brady for four games.

Joe Abruzzo: Bridge member. And I would vote in favor of #4. And in terms of expectations for the next year, I am hoping to...working on building a consulting practice.

Joe Mandese: Editor of Media Post. I'm here as a guest speaker today to talk about the future currency. And if I had to vote, I would say "No comment." [Laughter.]

Debbie Reichig: 20th Television. And I suppose, even though I'm not 100% sure what it means, I'm sure it's something good. So I would say #4. And as opposed to, in terms of something for next year, I would love to see more fabulous research coming out of this organization.

Jon Cogan: OmniCom Media Group. And it was close between 3 and 4, but I'll vote on #3. And I'm most looking forward to actual cross platform measurement coming to fruition in the near future, fingers crossed. [Laughter.] A lot of people in this room agree with that...

Cheryl Brink: Scripps. #3. And I'm also excited about cross platform measurement.

Mark Braff: As a non-researcher, I'll abstain from the vote. But in terms of looking forward, I would say some semblance of sanity in the political world. And with all due respect to Sara, the Giants winning the Super Bowl in February. [Laughter.]

Tim Daly: ITN. Number 3. And, you know, for next year it's just trying to, as best we can, deal with all the local measurement issues.

Beth Rockwood: Turner. Before I answer the questions, I just wanted to thank you all for having me here as a Bridge Member for the last few meetings. It's been a great way to stay connected with what's going on. I'm, like, a 3 and 4. Sorry. I think they're both kind of connected for me. And next year I'm looking forward to not being the newest person at Turner anymore. [Laughter.]

Hadassa Gerber: TVB. I would say #3. And what I'm looking forward to next year would be more clarity in the measurement for local television.

Horst Stipp: I'm representing the ARF, so I guess I don't get to vote. With regard to 2017, I'm hoping for an election result that does not lead to the deportation of Germans like me.

[Laughter.]

Gerard Broussard: Premeditated Media. Like Joe Mandese, I am a guest speaker here today. I wish for two things. I would vote for #3 if I could here. And, also, I hope and pray that the project that I'm working on with the CRE comes out successfully. [Laughter.]

Dave Poltrack: CBS. I would vote for #3, too, because I'm excited about big data. The bigger the sample, the more people we can work with, the higher the level of the analytics we have, the better. Though I have to acknowledge that #4, I mean, how can you not be against optimizing something, right. Though, I'm a little skeptical that we will ever optimize that particular subject. But we'll see. I think going in 2017, I, you know, for two years now we have more and more data being used in the whole television analysis system and we're getting more and better data and we're going to get this total cross platform measurement and everything. So I'm looking forward to an upfront that maybe has just a little change from the traditional pattern; just a small movement. [Laughter.] That integrates using, the word up there...that all the work that we do, somehow, gets effectively integrated into that process.

Buzz Knight: Greater Media, representing audio here, at the CRE. I pick #4 and looking forward, in 2017, to a project certainly with the CRE and the Audio Committee that benefits audio measurement.

Janice Finkel-Greene: I picked door #3 and I would look forward to using that kind of data so that research becomes a tool and sort of a plus for local broadcast rather than the research being an impediment to using it.

Paul Donato: I'm a solid 3.5. [Laughter.] And I'm looking forward to looking backward at the 10-year history of the CRE and what they've accomplished.

Eric Solomon: Also, like Paul from Nielsen, I would also go with #3. And I would say because I'm here as a relatively new member of the Insights to Practice Committee, what I'm looking forward to in 2017 is working more closely with the CRE as part of that Committee.

John McMorrow: Cox. Number 3. And I'm looking forward to, hopefully, a robust advertising spending condition for 2017 so then all our bosses will be happy. [Laughter.]

Stacy Schulman: Katz Media Group. Definitely #4. And I'm with you Gerard; I'd like to see our project get completed with good results this year.

Kathleen Bohan: Univision. I definitely agree that 3 and 4 really did, maybe it's just for me, but I'm a 3 and 4 equal. And I'm looking forward to what is already clearly going to be an exciting, local media measurement year.

Ceril Shagrin: and I go along with #3, but then what I'm hoping is that Nielsen can introduce return path data and the other changes that they have been making and are planned to make without creating new bias.

Richard Zackon: I'm just going to report that it's good that everyone's choosing #3 because Cheryl Brink, who's smiling, has stepped up to lead our efforts with return path data. And now, clearly, there's interest in the Council. Watch yourself guys. [Laughter.] And what I'm looking forward to is just a continued level of the commitment and participation that we've seen.

There's

been some discussion recently with Nielsen and I'm seeing a higher level of good and appropriate commitment from them in our work. So I'm delighted.

Janet Gallent: NBC. I'm for 4. And what I hope to achieve is to continue the work with the CRE and really interesting research projects that will inform not only my company but the industry at large.

Ann Casey: I'm going to pick #3 as well. For next year, I'm looking forward to better local measurement just like everyone else seems to.

Artie Bulgrin: I vote for #4 and I'm looking forward to the completion of Nielsen's TPR service and the evolution of cross platform in 2017. I think it's going to be an interesting year.

Lucy Hughes: Media General. #3. And I'm looking forward to strong local measurement across audio and video in 2017.

Jeffrey Graham: Twitter. I like 3 and 4. We're real excited today at Twitter to be live streaming

Thursday night NFL football and we're looking forward to seeing how that shapes our company next year.

George Ivie: I would say that I find it interesting that everybody's thinking 3 and 4. But from my point of view, the CRE, in doing original research, might be best positioned to do 1 and 2. Nielsen's already [audio cut out.]

Created CRE Research Tracker

	Year	Study	Committee	Research Partner
1	2006	Marketplace Practices Study	Mkt Place Practices	TNG
2	2009	Video Consumer Mapping Study	MC & E	Ball State University, Nielsen, Sequent Partners
3	2010	The State of Set-Top Box Viewing Data	STB	Tim Brooks, Jim Dennison and Stu Gray
4	2010	Video Consumer Mapping Study Data Mining	MC & E	Ball State University, Nielsen, Sequent Partners
5	2010	Measuring the Unmeasured Viewer (Non Response Study)	Data Quality	Nielsen, RTI, University of Michigan
6	2011	UX- The Video User Experience	MC & E	BIA/Kelsey, George Washington University
7	2011	Study of Media-Related Universe Estimates	UE	Ernst & Young LLP, Nielsen
8	2012	Can Publisher Data Play a Role in the Digital Advertising Ecosystem?	Digital	Ernst & Young LLP
9	2012	The Evolution of the Set-Top Box	STB	OTI
10	2013	Video Ad View ability on Peripheral Devices	Digital	Pre-Meditated Media
11	2013	The Current State of Marketing Mix Models	ROI	Sequent Partners
12	2013	TV Untethered	MC & E	CMB
13	2013	Neurological Assessment of Cross-Screen Advertising	Digital	Nielsen Neurofocus
14	2013	Diary Market Rating Analysis	Local	BIA Kelsey, Nielsen
15	2013	Response Bias Revisited	Data Quality	Nielsen, RTI
16	2013	Evolution of Set Top Box - 2	STB	OTI
17	2013	Talking Social TV I	Social	Keller Fay Group, Nielsen
18	2014	Big Data Primer	Big Data	PreMeditated Media
19	2014	Long Term Effects of Advertising	ROI	Sequent Partners
20	2014	Talking Social TV II	Social	Keller Fay Group, Nielsen
21	2014	Media Acceleration: Measurement of New Device Impact	Digital	GfK
22	2015	Alignment of Cross Platform Metrics	MC & E	Horowitz/Betsy Frank
23	2015	Local Market Machine	Local	Deep Blue Analytics

		Learning		
24	2015	Evolution of Set Top Box - 3	STB	OTI
25	2015	Longitudinal Ethnography Study	Digital	GfK
26	2016	Concurrent Platform Viewing Study	MC & E	GfK
27	2016	Dual Diary Measurement	Audio	Nielsen
28	2016	Data Enhancement Providers	Big Data	Pre-Meditated Media
29	2016	Multi-Device Bias Study	Data Quality	Nielsen/University of Michigan
30	2016	Platform Evaluation I	MC & E	HUB Research
31	2016	Definition of Viewing	Neuro	Nielsen Consumer Neuro Science
32	2016	TV Data for Modelers	ROI	Sequent
33	2016	Data Validation	Data Quality	RTI
34	2016	Platform Evaluation II	MCE	HUB Research