



NEWS

COUNCIL FOR RESEARCH EXCELLENCE SELECTS ERNST & YOUNG FOR STUDY OF METHODS FOR MEASURING THE DIGITAL AUDIENCE

New York, NY, June 8, 2011 – The Council for Research Excellence (CRE), a diverse group of senior research professionals from throughout the media and advertising industries dedicated to advancing the knowledge and practice of audience measurement methodology, announced today that it has commissioned Ernst & Young for a project to advance Digital Audience Measurement.

The CRE issued a request for proposal on the project in February.

The objective of the study is to examine how various digital publishers capture and maintain user data, and to understand how this data can supplement existing research-panel data to enhance digital audience measurement.

The CRE strives to assess current data-collection practices as well as best practices to strengthen “hybrid” (panel-based/server-based) digital audience measurement. The CRE seeks to foster a better understanding of how commonly collected publisher/user data can augment existing panel data, in an effort to bring greater confidence to publishers’ data-centric activities.

“Over the months ahead, we will invite digital publishers — CRE member companies and others — to participate in this study of data collection, maintenance and validation practices,” said Dan Murphy, senior vice president, interactive research at Univision Interactive Media and chairman of the CRE’s Digital Committee. “We look forward to sharing our findings with the research community this summer.”

To date, the CRE has completed several major studies, including the **Video Consumer Mapping Study**, conducted in 2008, involving in-person, computer-assisted observation of media consumption; a **Set-Top Box Study**, examining the state of set-top box-based audience research; a landmark **Non-Response Bias Study**, exploring the impact and correlates of non-response to Nielsen surveys; a study of **Media-related Universe Estimates**; and “data-mining” from the **Video Consumer Mapping Study**, revealing consumers’ habits immediately before, during and after TV commercials, and their media consumption habits immediately prior to shopping, among other topics.

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About the **Council for Research Excellence**

The Council for Research Excellence (CRE) is an independent research group created (in 2005) and funded by The Nielsen Company. CRE is dedicated to advancing the knowledge and practice of audience measurement methodology and is comprised of senior-level industry researchers representing advertisers, agencies, broadcast networks, cable, syndicators, local stations, and industry associations.

CRE members represent advertising agencies and media-buying firms including Bromley Communications, Carat, Deutsch, GroupM, Horizon Media, Magna, Riemer, Starcom MediaVest and TargetCast tcm; media companies including CBS, Comcast, Cox, Discovery, Disney, Hearst Television, NBC Universal, News Corporation, Raycom Media, Scripps Networks, Time Warner, Univision and Viacom; advertisers including Kimberly-Clark, Microsoft, Procter & Gamble and Unilever; industry organizations including the Media Rating Council, the Syndicated Network Television Association; and The Nielsen Company; and the investment bank Nomura Securities.

For more information about the Council for Research Excellence, please visit:

<http://www.researchexcellence.com/>

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