Quarterly Meeting

June 12, 2013

Opening

Ceril Shagrin, CRE Chair
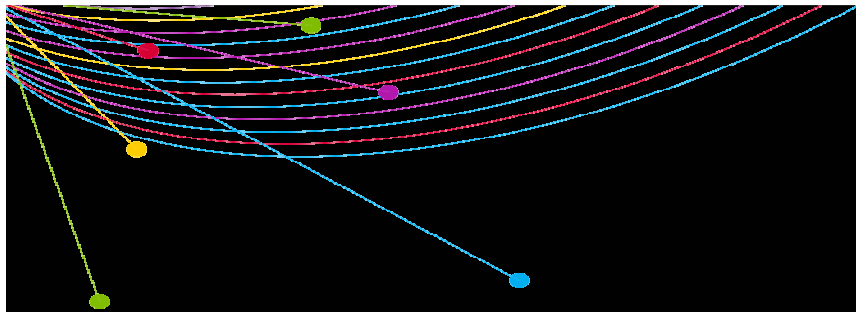
Five Minute Review

NYC Media Lab

Roger Neal

Measurement Science

D Sangeeta, Global Head & EVP

nielsen

JUNE 2013
CRE, NEW YORK, NY

MSCI VISION

Delight Clients & Lead the Industry in MSci Innovations by :

- Delivering top notch quality analysis to **Clients** with a vision of no quality escapes & on time every time

- Developing cutting edge **Innovation,** that provides a competitive advantage

- Creating foundation of **Talent** to become the envy of the industry & develop a talent pipeline for Nielsen
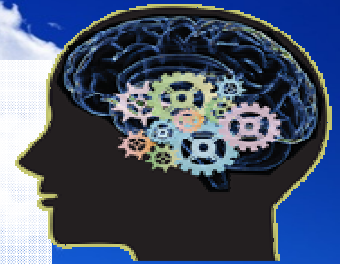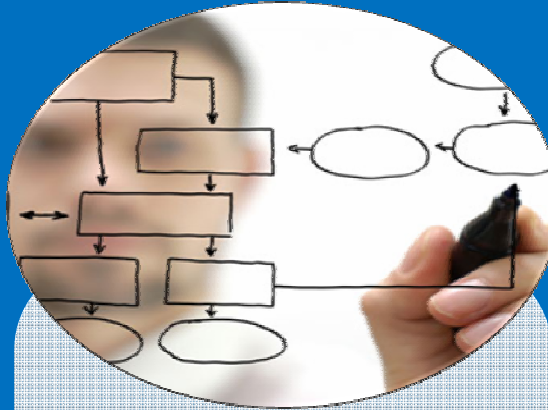
KEYS TO MSCI'S SUCCESS

PEOPLE

- Recruitment
- Investment
- Retention
- Recognition

PROCESSES

- Key Performance Indicators
- WB Standards
- Job Jar process
- Global Processes

INNOVATION

- New Product Introduction
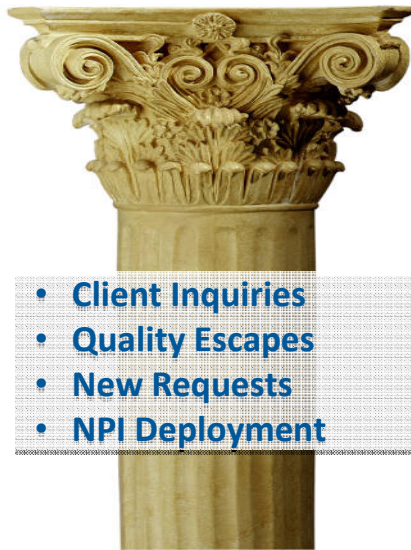- Strategic Programs
- Say:Do Ratio

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THE NEW MSCI

MSCI ORGANIZATION'S 3 PILLARS

Clients

- Client Inquiries
- Quality Escapes
- New Requests
- NPI Deployment

Client Engagement

Methods

- Statistical
- Behavioral
- Data Integration
- Institute

Innovation/Methodology

Standards

- Standards & Governance
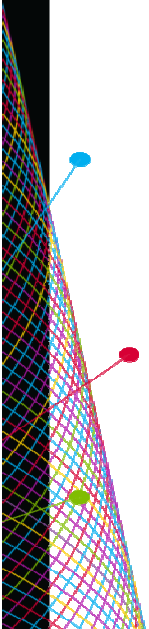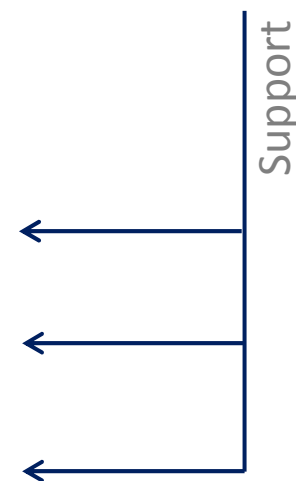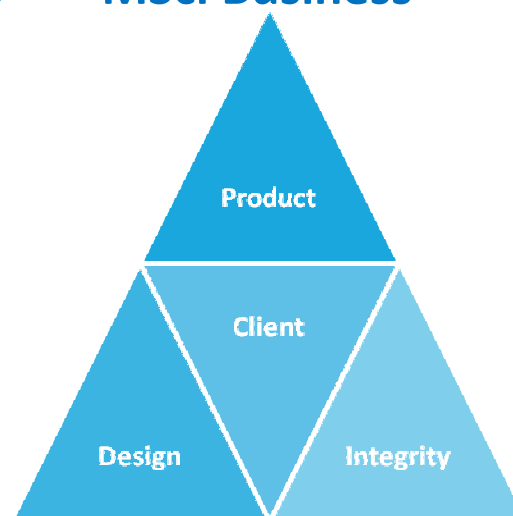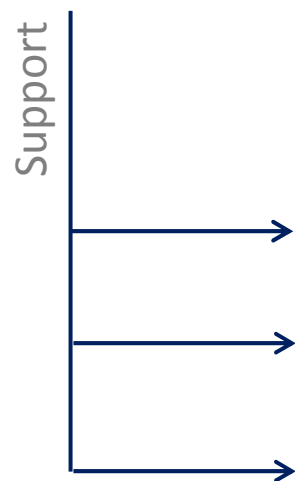- Audit
- Global Solutions

Standards/Governance

VISION: INTEGRATED FUTURE STATE

MSci Global Methods   **MSci Business**   **MSci Global Standards**

Product

Client

Design   Integrity

Support

Support

THE STANDARDS PILLAR

MSCI STANDARDS

Strengthen and Protect the integrity of Nielsen's brand globally by assuring that all products adhere to critical methodological and quality standards that reflect client requirements.

MSci Standards Roles & Responsibilities
Brand Integrity

- Define and enforce global standards; monitor improvement
- Conduct independent audits
- Ensure MSci is engaged in NPI process
- Develop and Deploy Training to internal and external clients
- Anticipate and manage client Issues and solutions

MSCI STANDARDS CORE COMPETENCIES

- Define standards, metrics and best practices
- Monitor compliance and improvements
- Identify, prioritize improvements
- Train internal/ external clients

SAGE
Standards & Governance

Audits
Compliance Measurement

Standards

Global Solutions
Global Clients

- Define audit scope, plan, frequency
- Audit to measure compliance/ identify gaps
- Report Audit Results
- Train auditors (outside "Audits")

- Identify and anticipate common client issues and gaps
- Create and leverage solutions and best practices
- Align MSci standards and client requirements
- MSci POC for global clients, CBPs, and SCLs

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MEASUREMENT SCIENCE INSTITUTE

SCIENTIFIC BRAND

External Collaborations

- New / diverse perspectives
- Need for specialized expertise / specific capabilities

Industry Engagement & Leadership

- Recognized as innovative industry thought leaders & experts
- Keep abreast of new technology, science, and methodology

Talent Recruitment

- Develop a pipeline of talent (undergrad thru senior level)
- Promote Nielsen as an innovative, desirable place for scientists to work

ACCELERATING INNOVATION

Accelerator

- Highest contributor of submissions
- 100% of final four
- Ludo Daemen: Winner!

MScInnovate

- Innovation Sessions
- Adhoc Brainstorming
- Quarterly competition

Fellows Program

- Fellows
- Associate Fellows

Research Discussion: New Project Ideas from Last Meeting

CRE Research Ideas from Nielsen Measurement Science (March 14, 2013)

1. A standardized metric for ad effectiveness for comparison across various different platforms.
2. Privacy: how do we know really where that line is in terms of what people are willing to do and not willing to do,
3. The limits of compliance and representativeness when metering many devices in the household.
4. How is the social connection driving viewing behavior?
5. How can we find better, less costly ways of panel recruitment?
6. Leveraging location information into meaningful metrics.
7. Passive measurement techniques utilizing big data with different types of monitors and meters.
8. How good are online panels: can we develop some type of panel worthiness score.
9. Device sharing and viewing behavior.

Break

Steering Committee

Pat Liguori, Chair

Agenda Items Resolved on 5/30/13 Conference Call

- **Chair: Pat Liguori**

- **Members: Brad Adgate, Michele Buslik, Laura Cowan, Nancy Gallagher, Tanya Giles, Ceril Shagrin, Kate Sirkin, Ira Sussman, Judy Vogel**

Membership

- Mark Kaline, Kimberly-Clark – Voted to recommend reinstatement

- Robin Thomas, Tribune Studios and WGN America – Voted to recommend membership

- Jeffrey Graham, Twitter – Voted to recommend membership

- Paul Hockenbury, Comcast Cable – Suggested participation on CRE committee

Other Items

- Can a non-CRE member serve as chair of a committee?

- ANA membership

Treasurer Report

Michael Nathanson

Social Media

Beth Rockwood, Chair

Media Consumption and Engagement

JoAnne Burns, Co-Chair
Laura Cowan, Co-Chair

ROI

Dave Poltrack

Sample Quality

Ceril Shagrin, Chair

Local Measurement

Billy McDowell, Chair

Digital Research

Bryon Schafer

Return Path Measurement

Pat Liguori, Chair

Big Data

Stacey Shulman

Insights to Practice

Nancy Gallagher, Chair

Communications

Emily Vanides, Chair

Second Quarter 2013 Communications Activity Update

LinkedIn   Approaching 350 members

Newsletter   Almost 450 subscribers

Press Releases   Over 350 subscribers

Webinars   Approaching 400 subscribers

Recommendations from Communications Review conducted by Mark Braff

Develop a presence on Twitter
- To benefit press outreach and allow the CRE to better communicate with Nielsen clients

-35 Followers
-Following 61 groups/ people
-11 Tweets

@CREtalk

Communications Recommendations, continued

There needs to be a single point of contact for the CRE
- Richard will represent the CRE with the press and other communications, as necessary
- LinkedIn posts will come from Richard
- Represent the CRE during presentations (ARF, CRE-sponsored events, etc.)

Improvements to the CRE Newsletter
- It was recommended that we increased the frequency but shorten the length of the newsletter
- The newsletter is now being released every other month. Goal length is about 3-4 pages, with highlights of key events/news

The ARF

Three studies were presented by the CRE at the June ARF Audience Measurement 8.0 Conference

- Current Practice in Advertising ROI – ROI Committee

- TV Untethered – MCE Committee

- Talking Social TV – Social Committee

Cross-Sector Press Coverage: "TV Untethered"

Cross-Sector Press Coverage: "Talking Social TV"

Upcoming Communications

Events and Releases

- Tuesday, June 25th – Talking Social TV luncheon

- Wednesday, July 24th – TV Untethered breakfast

- Friday, September 20th – Best Practice in Advertising ROI breakfast

- Sample Quality Cross Committee Study – Event and press release: TBD Q3/Q4

- Local Measurement Study: Event and press release – TBD

- Big Data – Event TBD Q3/Q4

- Digital Committee White Paper – Event and press release: TBD Q3/Q4

Education

Sharon Warden, Chair

New Business