



# Quarterly Meeting

June 12, 2013



# Opening

Ceril Shagrin, CRE Chair



# Five Minute Review



# NYC Media Lab

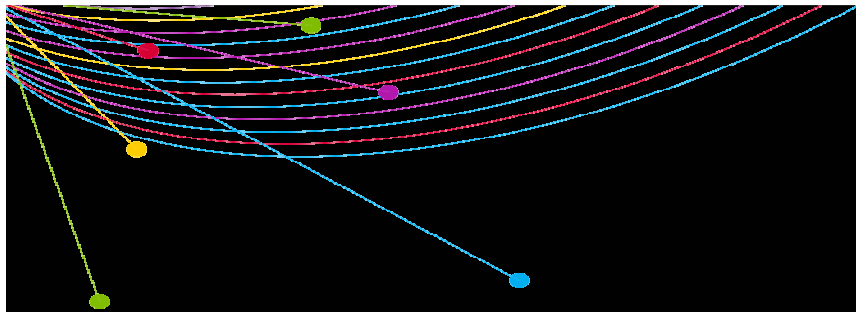
Roger Neal



# Measurement Science

D Sangeeta, Global Head & EVP





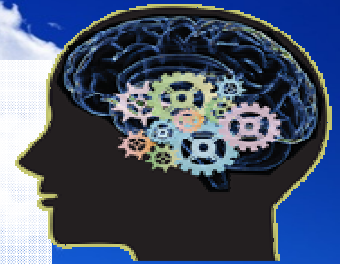
nielsen

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

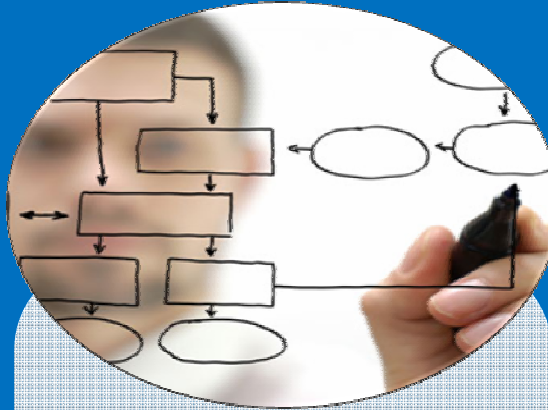


# KEYS TO MSCI'S SUCCESS



## 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



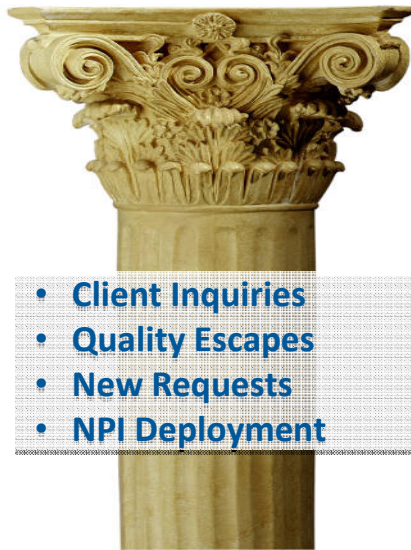
AN UNCOMMON SENSE OF THE CONSUMER™



# 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

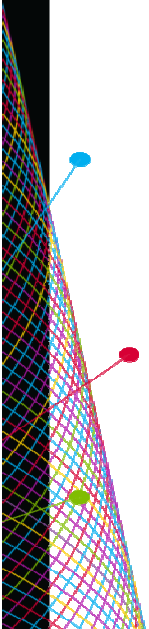
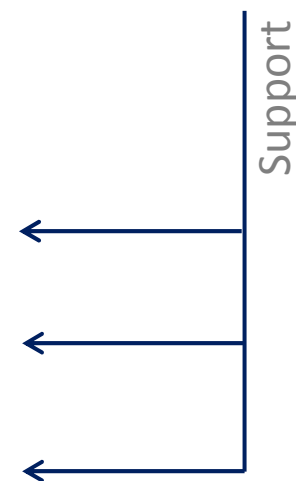
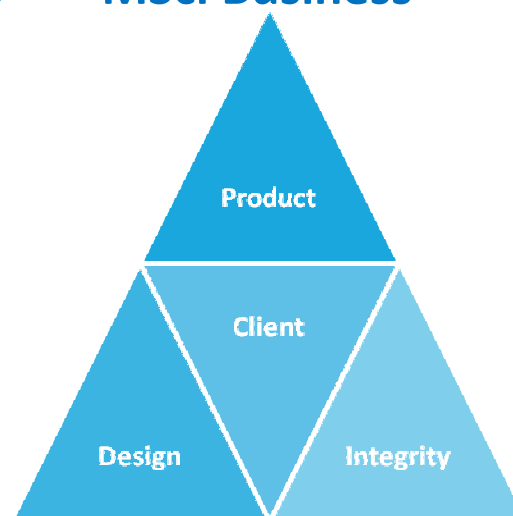
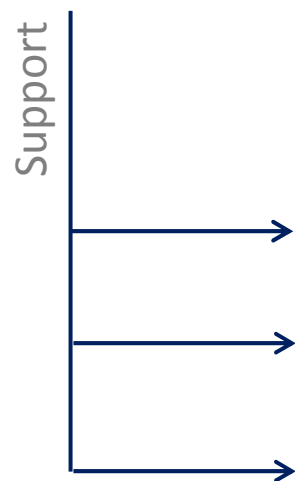
Standards/Governance

# VISION: INTEGRATED FUTURE STATE

**MSci Global Methods**

**MSci Business**

**MSci Global Standards**



# 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



- 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

AN UNCOMMON SENSE OF THE CONSUMER™



# 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



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”

The collage features several overlapping browser windows, each displaying a different article related to the 'TV Untethered' study. The windows are arranged in a layered fashion, with some appearing in the foreground and others partially obscured behind them. The articles are from various media outlets, including Gigaom, TVNewsCheck, MediaPost News, eMarketer, and Variety. The text in the windows is a mix of headlines, subheadings, and body text, all centered around the theme of mobile TV viewing. The overall effect is a sense of widespread media attention and cross-sector coverage of the study's findings.

**Gigaom**  
Don't call it mobile: most iPad TV viewing happens at home

**TVNewsCheck**  
Most Mobile TV Viewing Occurs at Home

**MediaPost News**  
Smart Mobile Devices Account for 10% of TV Viewing

**eMarketer**  
Smart Mobile Devices Account for 10% of TV Viewing

**Variety**  
Netflix, Hulu Dominate Mobile TV Viewing

**Summary of 'TV Untethered' Study Findings:**

- The study, *TV Untethered*, was launched in November and encompassed nearly 6,000 participants and more than 100,000 viewing occasions.
- The study was conducted by Boston-based market research firm Council for Research Excellence.
- Formal presentation of the findings, led by Laura C. Chadwick Martin Bailey, is scheduled for the Advertising Research Society International (ARSI) conference in November.
- Other findings from the study:
  - Drama** led among program genres viewed on mobile devices.
  - Convenience** and **multi-episode** viewing were the top reasons for viewing video on a mobile device.
  - Content availability** often drives device selection.
  - Participants in multi-person households confirm separate programming on a tablet.
  - Mobile TV viewers are more focused than TV viewers.

**Time Spent Watching TV Among US Mobile TV vs. Total TV Viewers, by Device, Jan 2013**

Device	Mobile TV Viewers (% of total)	Total TV Viewers (% of total)
Smartphone	4%	2%
Tablet	6%	8%
Computer	90%	90%

# Cross-Sector Press Coverage: "Talking Social TV"

**HispanicBusiness.com**

**Most Popular Stories**

1. Social Media Users Offer Opportunities for TV Marketers
2. Bieber's SouthSide film fest brings back free kids movies
3. Social Media Strategy Firm, SocialMetric.com, Rolls Out Recovery Plan
4. Small-business Loans: How to Better Your Chances
5. Global Smurfs(TM) Day Returns Saturday, June 22, 2013; Celebrate the Birthday of Pogo, the Creator of the Smurfs, with Smurfy Events Around the World
6. Will Rothhaar to play Lee Harvey Oswald in 'Killing Kennedy'?
7. Turning Beanie's books into movies
8. TR in N.D. could be a fine family film
9. The Olympian (Olympia, Wash.) Busy Mama column
10. Byrne hopes to let BBC's next big star with 'Father Figure'

**News Column**

**Social Oppo**

**June 10, 2013**

**Staff Report**

Social media is among habitus important oppo indicators.

Social media in compared to ot behind other o communicatio

Only 12 percent more times a d percent among week, suggest influence on TV

Half of the resp using social me

The research a highly connect including Hipe

The study, "Ta determine how viewing.

**The findings**

- 1.5 percent o existing TV shc 6 percent wher
- Social media strong interact

Reality TV's in

**start** **Council for Research Excellence** **The Council for Research Excellence**

**AllFacebook** The Official Facebook Blog

OUR CONFERENCE FACEBOOK MARKETING BIBLE PAGEDATA

Machine Zone is looking for a Senior DevOps Engineer.

**Council for Research Excellence**

**STUDY: Facebook New Shows Than E**

Social media's influence on TV viewing

David Cohen on June 10, 2013 3:18

Comment Now Like 22

**RBR-TVBR** VOICE OF THE BROADCASTING INDUSTRY

Home Premium Content Radio News TV/Cable News Media News E-Newsletters Classifieds Media Links Discussion Boards

**Selector** Perfect rotations

**ADWEEK** THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADREAR VIDEO

**Social TV Use Appears to Be Growing More CW than CBS By Sam Thielman**

June 10, 2013, 10:01 AM EDT Television

Consumers' interactor television viewing is rel communication and by and, especially, offline. Only 12% of responder day concerning TV.

However, the number i more times per week-- media as an influence report viewing TV conc

The research also identified several groups who are highly connect represent an important opportunity for marketers.

These are among numerous findings from an extensive, multi-pron help determine how social media interaction impacts television vie

The research was spearheaded by the Social Media Committee of t and included a quantitative study by the Keller Fay Group, an ethnog media analyses by HM Incite and Bluefin Labs. An academic team of the University of Pennsylvania, Milin Lovett of the Simson School of and Renana Pines of The Hebrew University of Jerusalem, was ony

A formal presentation of the findings, by a group led by Beth Rowlee of Discovery Communications, who chairs the CRE's Social Media

Family Guy's baby genius Stewie Griffin.

Did you know you're more likely to immediately tell all your Facebook friends about the terrible thing Kim Kardashian just said than you are to tweet during the show about [redacted] dying a horrible death on Game of Thrones? Using two Nielsen research groups, the Keller Fay Group, and Bluefin Labs to study some 6,000 TV viewers, the Council for Research Excellence identified several social trends around television, and even an unexpected one: instant social media buzz about a show's premiere, while

**SOCIAL** CUSTOMERS ARE TALKING ARE YOU LISTENING?

**ADWEEK** Adweek

10,355 people like Adweek.

# Upcoming Communications

## Events and Releases

- Tuesday, June 25<sup>th</sup> – Talking Social TV luncheon
- Wednesday, July 24<sup>th</sup> – TV Untethered breakfast
- Friday, September 20<sup>th</sup> – 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

