

Meet the CRE

September 26, 2013



CRE Mission

To advance the knowledge and practice of methodological research of audience measurement through the active collaboration of Nielsen and its clients.



Core Values

- Transparency
- Inclusiveness
- Diversity
- Imagination
- Collegiality
- Practicality
- Client Leadership



Organization

- Formed in 2005
- Currently 35+ members from broadcast, cable, digital, agencies, advertisers and industry groups.
- Nielsen has contributed more than \$12 million to the effort to date.



CRE Member Companies



Leadership

- ***Chair:*** Ceril Shagrin, Univision
- ***Steering Committee Chair:*** Pat Liguori, ABC TV
- ***Insights to Practice Chair:*** Nancy Gallagher, NBCU
- ***Communications Chair:*** Emily Vanides, MediaVest
- ***Education Chair:*** Jed Meyer, Annalect
- ***Facilitator:*** Richard Zackon



Research Committees

- ***Sample Quality:*** Ceril Shagrin, Univision
- ***Media Consumption & Engagement:*** Laura Cowan, Lin Media
- ***Return Path Measurement:*** Pat Liguori, ABC TV
- ***Digital:*** Bryon Schafer, Hulu
- ***Local Measurement:*** Billy McDowell, Raycom Media
- ***Social Media:*** Beth Rockwood, Discovery
- ***ROI:*** Dave Poltrack, CBS
- ***Big Data:*** Stacey Shulman, TVB



Digital Research Committee

- **Bryon Schafer, Hulu** (Chair)
- Brad Adgate, Horizon Media
- Josh Axelrad, Univision
- Cheryl Brink, Scripps
- Joanne Burns, 20th TV
- Michele Buslik, Targetcast tcm
- George Ivie, MRC
- Michael Link, Nielsen
- Sherrill Mane, IAB
- Jed Meyer, Annalect
- Dan Murphy, Univision
- Daria Nachman, ABC
- Doug Pulick, NCM
- Beth Rockwood, Discovery
- Ceril Shagrin, Univision
- Kate Sirkin, SMG
- Antonia Toupet, Nielsen
- Richard Zackon (Facilitator)



Digital Research Committee

2013 Focus for Measurement

1. Measuring internet video on devices
 - OTT (connected TVs, gaming consoles, STBs)
 - Mobile (tablets & phones)
 - Computers (desktops & laptops)
2. “Viewability” measurement for internet video advertising



2013 Completed Projects

1. “Video Ad Viewability on Peripheral Internet Devices: Insights for Future Measurement & Currency Standards”

Pre-Meditated Media; Gerard Broussard

2. “A Neurological Assessment of Cross Screen Advertising”

Nielsen Neurofocus; Bill Hopkins and Manuel Garcia, PhD.





Video Ad Viewability

Video Ad Viewability

- Purpose
 - Viewability of impressions are at the heart of discussions of digital audience measurement
 - Inform research to advance measurement of viewable video impressions on internet video devices
 - OTT (connected TVs, gaming consoles, STBs)
 - Mobile (tablets & phones)
 - Computers (desktops & laptops)

Research, Literature and Expert Review

Video Viewability Insights

- Platform Focus
 - Tablet and phone penetration trumps OTT today
- Measurement & Standards Challenge
 - Device fragmentation makes standardization elusive
 - Defining viewability
 - Expert review concluded % video playback completion a key component
 - No agreement on a needed minimum %, among our sample
 - Video ads generally considered viewable, with exceptions
 - Avoidance functions (mute, scrolling, etc.)



Research, Literature and Expert Review

Video Viewability Insights

- Future Focus
 - Standards development
 - Making Measurement Make Sense (MMMS)
 - Going beyond counting measures
 - Measures to quantify relative value between ad inventory types
 - Impact on Pricing
 - CPMs up and/or down



Research, Literature and Expert Review

Research informed by this project

- Ethnography to help understand dynamics of cross-platform video
 - Multiple viewers per device
 - Multiple devices per viewer
 - Co-viewing & group viewing
 - Nature of “on demand” and binge viewing
- Audience size and viewer volume
 - By devices
 - Reach & frequency analyses

Neurological Measurement

Methodology & Key Measures

Pilot exploration of EEG and Eye Tracking



Electroencephalography

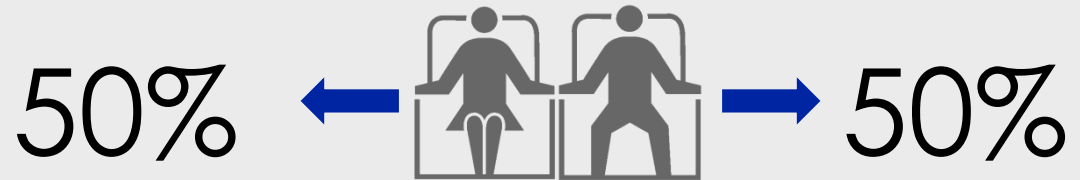
● PRIMARY MEASURES

● DERIVED MEASURES



Test Design

104 subjects
Tested in 4 Cells



2 TV Ads
Tested



MINUTE
MAID



TROP50

2 Platforms
4 Cells

TV SCREEN

Cell 1- MM Position 1 / TROP 50 Position 2

Cell 2- TROP 50 Position 1 / MM Position 2

LAPTOP

Cell 3- MM Position 1 / TROP 50 Position 2

Cell 4- TROP 50 Position 1 / MM Position 2



Stimuli



MINUTE MAID

Storyline:

- single character
- product based
- no storyline



TROP50

Storyline:

- multiple characters
- more complex
- storyline highlights product
- 50% more scene changes



We tested two ads within the same category, with different brands and distinct execution approaches. The results provided within this study are applicable to this scenario.

Observations & Recommendations

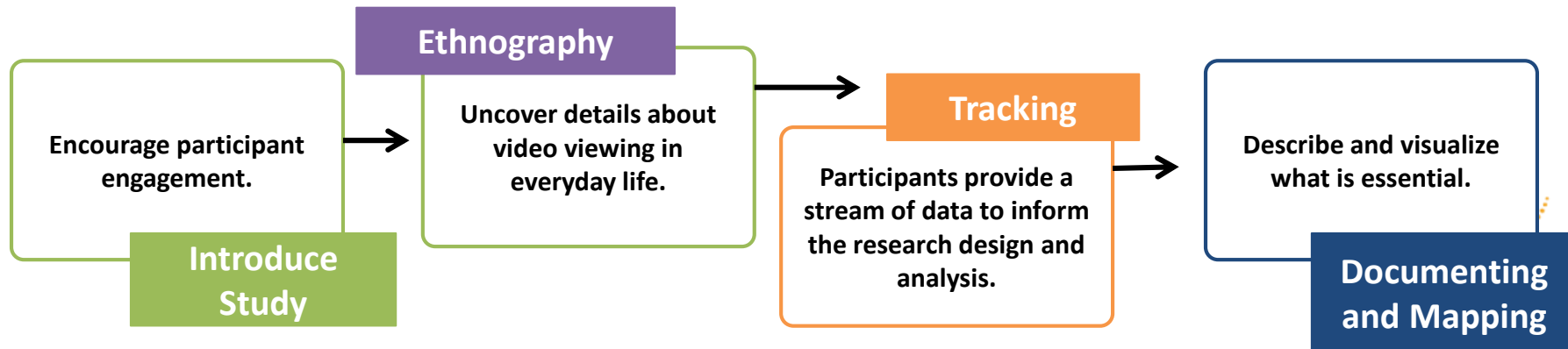
Observation	Recommendation
The type of platform may impact the effectiveness of “complex” ads (with smaller platforms being less effective)	Caution when ads with more complexity across smaller screens. Avoid assuming a good TV spot will translate into a good digital spot.
The type of platform may not have much impact on the effectiveness of “simpler” ads.	Suggests less risk in loss of overall effectiveness when using less complex spots on smaller screens.
Smaller screens may have more difficulty establishing or maintaining emotional engagement. Trop 50 ad struggled on smaller screen in establishing emotional engagement compared to TV Screen . Common elements of commercials that tend to score lower on any screen appear to be magnified on smaller screens.	Consider objective selection of advertising when running on smaller screens. Ad compression and/or more robust ad testing recommended

Ethnography

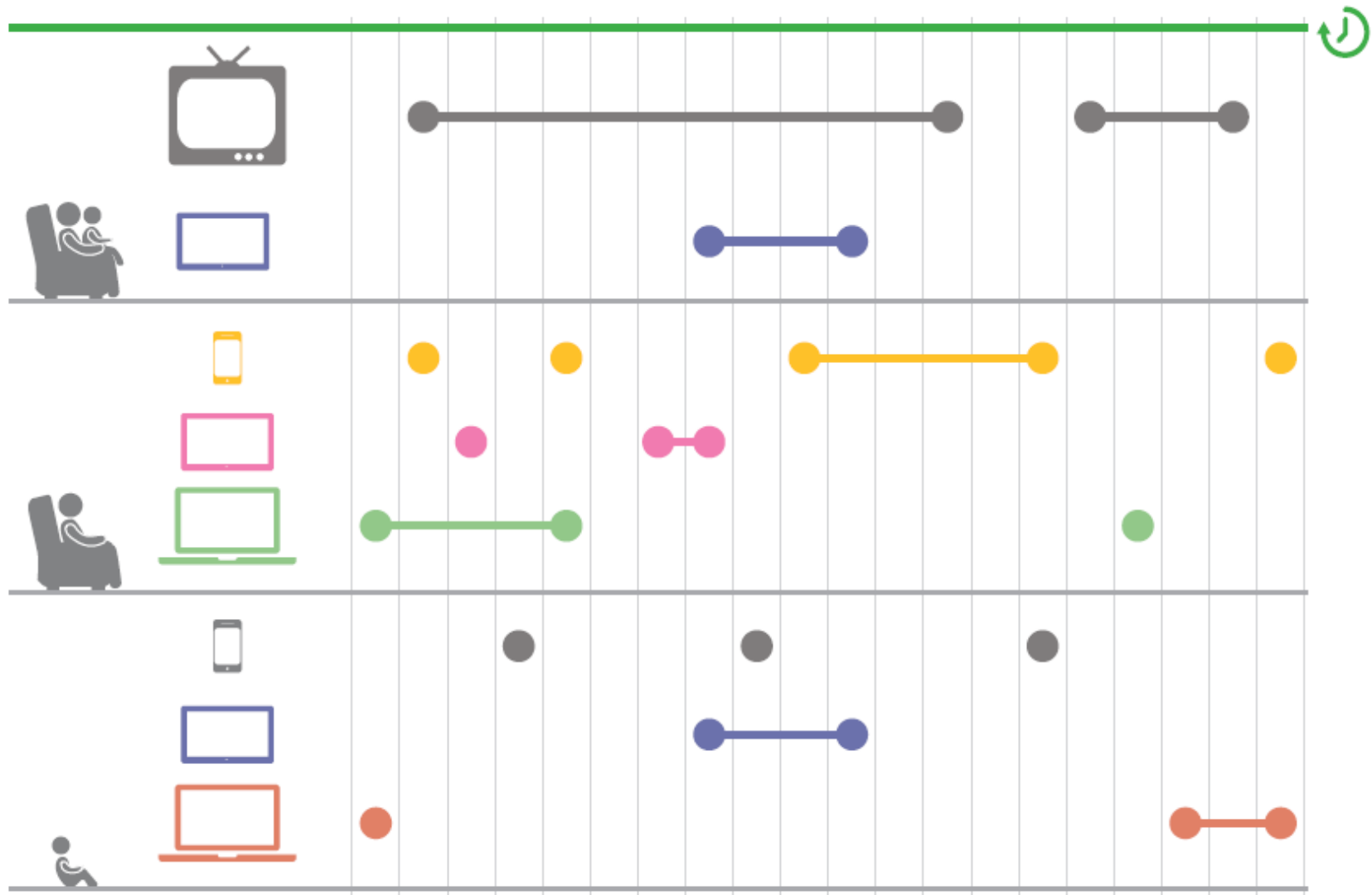
Ethnographic Research

Kickoff in Q4

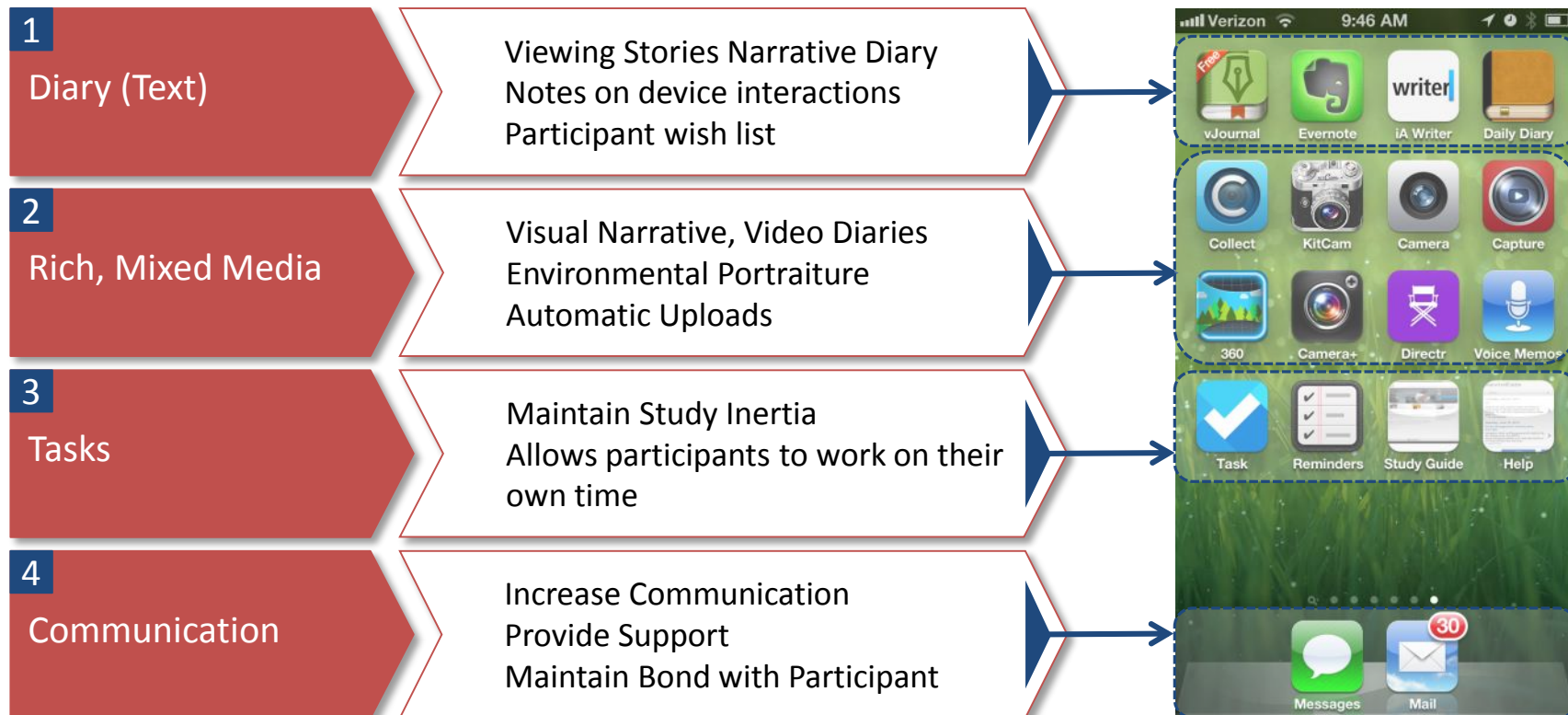
- Why Ethnography?
 - Goal is to improve methodology
- Examples
 - Implementation issues
 - Philosophical issues



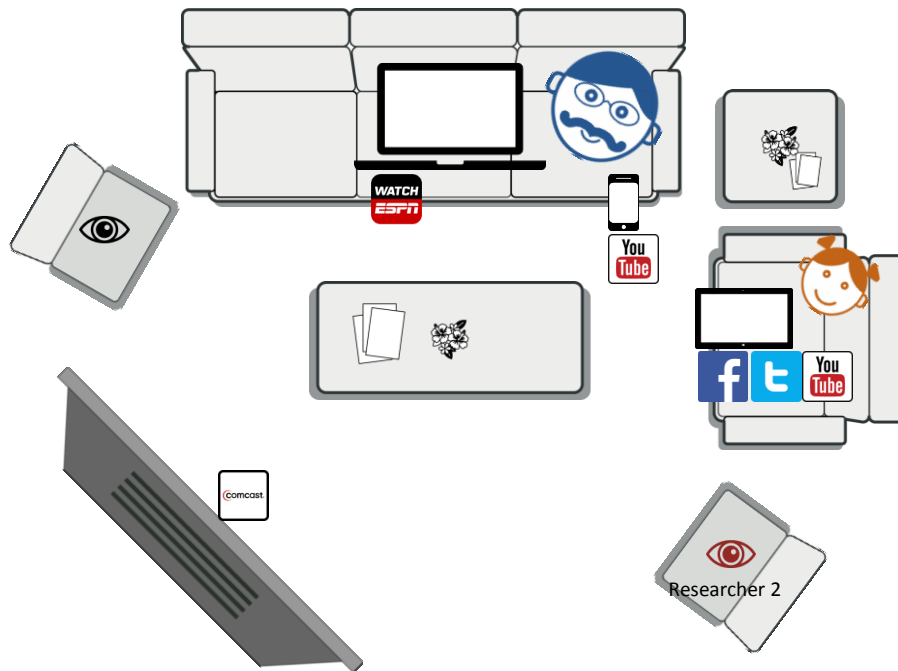
Why Ethnography?



New Research Tools Go Beyond Participant Observation



New tools allow for fluidity in documenting viewing dynamics



Participants



Ned
Male, 48

watching football game



blackberry Q10



Acer 15" Laptop



Susan
Female, 16

Catching up with celebrity gossip



iPad Mini



Researcher 1



Researcher 2

Questions About Digital Research?

Client Participation

- Committee participation is open to Nielsen clients
- Council seats requires written request for membership and approval of Council
- Visit us at:
 - www.researchexcellence.com
 - Council webinars
 - Quarterly newsletters
 - Studies and transcripts
 - Council for Research Excellence LinkedIn Group
 - Approaching 450 members; join the discussion!
 - Twitter (@CREtalk)



What's Next?

- Join us Oct. 8 for our Local Measurement Summit
 - In-person if you are in NYC; by phone if elsewhere
 - Details to be emailed to Nielsen clients this week
 - RSVP info to be posted to researchexcellence.com, under “Events”
- We invite you to discuss possible new projects with us!
 - Email us at info@researchexcellence.com



Thank You

