



February 4, 2011

Request for Proposal

Digital Committee

Council for Research Excellence

The mission of the Council for Research Excellence is to advance the knowledge and practice of methodological research on audience measurement through the active collaboration of Nielsen's clients. Since its founding, the Council has identified areas that require exploration and has sought proposals from independent researchers, institutions and research companies to design, execute and report the findings of their research. This request has been authorized by the Council committee which is charged with addressing Digital (Internet and Mobile) research.

Organizational Profile

The Council for Research Excellence consists of clients of the Nielsen Company, plus two representatives of Nielsen. To learn more about the Council, please see www.researchexcellence.com

The Digital Committee (DC) is chaired by Dan Murphy, SVP, Interactive Research at Univision Interactive Media. Over our first year of operation the DC has focused initial efforts toward education and identification of prime areas of opportunity for the community. Our conclusion is the need to focus our initial efforts on Digital Audience Measurement and its resulting impact on advertising effectiveness measurement.

Panel-based and server-based approaches to measurement both have innate strengths and weaknesses. For example, a panel-based approach can provide representative demographics where server-based approaches typically cannot. Server-based approaches can provide a census measure of delivery volume, where existing panels cannot. We hypothesize that together they provide the means to measure persons-based audiences with validity, where individually they cannot.

Hybrid-panel-served methodologies are playing an important role in filling in the gaps and extending measurement to more of the Digital Space.

Purpose: For this effort, the DC would like to study how publisher data can play a role in supplementing panel demographic information to augment audience measurement. In

short, we would like to assess current data collection practices, commonalities, areas of opportunity and best practices to enhance hybrid Digital Audience Measurement methodologies. Through improving audience measurement the consensus is this will make it possible for agencies, advertisers and publishers to have a greater degree of confidence in exposure measurement.

Server-side information can provide valuable volumetric counts and environmental context. For example:

Volumetric Examples

- Video Content plays/starts
- Video ads/commercials served
- Time spent with Video
- Video Ad Length

Environmental Detail Examples

- Pod Position
- Ads per Pod
- Full Screen Viewing (or not)
- Trick Function (e.g., Pause, Fast-Forward, Rewind)
- Player Audio Events (Mute, etc.)

Context: The Digital Media Sellers' landscape is diverse and intricate. To truly understand the landscape as it pertains to advertising, one must acknowledge its complexity. Different types of media sellers all require basic solutions in order to best monetize and scale their opportunity markets. For example, Search (e.g. Bing), Social Media (e.g., Facebook), User Generated Video (e.g., YouTube), TV shows and feature films (e.g., Hulu) are all advertising supported. However, all share the basic fundamental requirements of audience measurement, specifically:

- Audience Counting Metrics – How many? How often? How long?
- Audience Attributes – Graphics (i.e., Demo-, Psycho-, Techno-, Geo-, etc.)
- Environmental Contextual Metrics – Detail on where an ad was served
- Performance Metrics – Impact on the purchase funnel

RFP Objectives: We seek to conduct a survey of publishers, and are looking for an experienced partner to work with, to collect this information.

Research Objectives: The CRE will work with the selected researcher to provide access to survey publishers. We seek to better understand the various data collection and maintenance approaches, and to better understand the strengths and weaknesses, in capturing and retaining the following types of data:

1. The basics (Reach & Frequency)
 - a. Audience – Unique Registered Cookies, Unique Cookies, Session Cookies
 - b. Volume – Content and Ads Consumed
2. What data?
 - a. Demographics – age, gender, education, marital status, children, etc.
 - b. Psychographics – attitudes toward technology, influential status, shopping, etc.
 - c. Geographics – Country, Region, State, DMA, Town/City, Zip, etc.
 - d. Technographics – bandwidth, household or personal devices
 - e. Key Variables – cookie(s), eMail, cell phone number
 - f. Other
3. How are the data being collected?
 - a. Explicit – provided by user
 - i. What incentives are being used?
 - b. Implicit –
 - i. Inferred from the content consumed
 - ii. Inferred using a third party data provider
 - c. TCP/IP enrichment – Geo, bandwidth, access location
 - d. eMail – 3rd party data service/enrichment providers
 - e. Other
4. When was the data collected and how is it updated?
 - a. Time-stamping to support
 - b. Retirement of data
 - c. Data Cleaning and Editing
 - d. Unduplication (i.e. Dedup)
 - e. Validation methods
 - f. Other
5. Where was the data collected?
 - a. PC/Mac– desktop & laptop (Home, Work, School, Other)
 - b. Mobile (portable devices) – smartphones, wireless handsets or tablets
 - c. Gaming Console/platform
 - d. Other
6. Environmental Detail – Examples of “commodity data” that could be shared broadly in the marketplace
 - a. Content Rating
 - b. PreRoll, MidRoll, PostRoll
 - c. Type of Ad: Regular Video Commercial, etc.
 - d. Pod position within program
 - e. Length of Ad (e.g., 15”, 30”, 60”)
 - f. Distribution Platform (PC, Mobile, TV, Console)

Respondent Incentives – The CRE DC will work with the chosen research partner to facilitate access to the right people within publisher organizations. To that end, we must provide sufficient incentive to publishers inside and outside the CRE footprint to cooperate. A key output will be a report documenting common and best practices for data collection and maintenance practices in the industry. This report will be shared early with publishers and more detail than would be available in the public release. But under no circumstances will we be sharing information specifically by individual publisher.

Audience Measurement – There is a tremendous opportunity to provide scalable measurement solutions to a number of core deficiencies in today’s measurement. The inclusion of linking reach and frequency metrics with demographics, environmental detail and the linking of performance data provide new opportunity to improve the current state of audience measurement.

Deliverables: Upon completion, the DC will require an executive summary outlining learnings from this effort. We seek to identify common/current practices with an eye to establishing best practices. Our objectives are not to unveil proprietary practices, but rather to better understand how panels can augment their current methodologies with common publisher data collection activities.

The DC will want a preliminary presentation of findings. At that time we can provide additional direction for the development of the overall report.

Proposal Format

The proposal should contain the following components:

Process: This section should identify the proposed data to be gathered. We recognize it would be constructive to create a second (and potentially third) pass with publishers for completeness.

Deliverables: The proposal should lay out the specific processes and anticipated length of the report to be delivered. We explicitly seek a current state, best practices road map and listing of data enrichment providers.

Timing: The proposal should present milestones expressed in number of weeks after the contract is awarded.

Cost: The budget for this project has not been established. Please provide a specific breakdown of your pricing.

Profile: The Committee is looking for a research partner with familiarity with Digital Media, Audience Measurement as well as research partner’s CRM experience. Please provide the following information:

- Bio/CV/Resume, including recent applicable work
- What makes your experience applicable?
- Examples of similar work
- Aspects of this work you might outsource?
- References for whom you have done projects or with who you have worked

Basis for Award of Contract

The Council's evaluation will be based on the Research partner's ability to address all issues and questions in the assignment, and other factors such as prior experience, pricing, completeness of proposal and ability to meet deadlines.

The Council is seeking the highest quality methods, exemplary execution and thought-leadership.

The Council reserves the right to select and/or negotiate with one or more of the Research partners it deems most qualified, reject any or all proposals received, and make an award in whole or part.

Timetable:

Submission Deadline – February 24th 2011

Anticipated Award Date - March 24th 2011

Proposal Submission

Richard Zackon is the facilitator of the Council for Research Excellence. Submissions should be sent to RFP@ResearchExcellence.com

Other terms

- Following the date at which the Council receives the Research partner's proposal and pricing, that proposal and price shall be binding on the research partner in all respects for a period of 90 days.
- In submitting a proposal, the Research partner understands that the council will determine at its sole discretion which proposal, if any, is accepted. The Research partner waives any right to claim damages of any nature whatever.
- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The Council will consider each proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the Council.
- Each research partner agrees that they shall absorb all costs incurred in its preparation, revision and presentation of any proposal.
- When applicable and approved, any travel and lodging will be billed at cost.

- The CRE intends to share the summary of this information publicly.

Additional information and clarifications: Please submit all questions to RZackon@ResearchExcellence.com

We thank you in advance for your cooperation.

Mike Hess, EVP, Research, Marketing Science and Consumer Insights Carat; Chair, Council for research Excellence

Dan Murphy, SVP research & Analytics, Univision Interactive Media Chair, Digital Committee

Other Members of the Council for Research Excellence

Brad Adgate, Horizon Media
Joanne Burns, 20th & MyNetwork TV
Michele Buslik, TargetCast TCM
Alex Corteselli, Telerep
Laura Cowan (bridge member)
Susan Cuccinello (bridge member)
Paul Donato, The Nielsen Company
Colleen Fahey-Rush, MTV Networks
Ed Gaffney, Group M
Nancy Gallagher, NBC Universal
Hadassa Gerber, SNTA
George Ivie, MRC
Bob Ivins, Comcast Spotlight
Mark Kaline, Kimberly Clark
Michael Link, The Nielsen Company
Pat Liguori, ABC Owned TV Stations
Billy McDowell, Raycom Media
Liz Nash, Deutsch, Inc.

Michael Nathanson, Nomura Securities
Michael Orgera, Warner Brothers
Jessica Pantanini, Bromley
Mike Pardee, Scripps Networks
Keenan Pendergrass, Cox
David Poltrack, CBS Corporation
Lisa Quan, MAGNA
Beth Rockwood, Discovery
Greg Ross, Procter & Gamble
Matt Ross, Hearst Television
Ceril Shagrin, Univision
Noreen Simmons, Unilever
Kate Sirkin, Starcom MediaVest
Horst Stipp (bridge member)
Robin Thomas, Disney ABC TV
Beth Uyenco, Microsoft Advertising
Emily Vanides (bridge member)
Jack Wakshlag, Turner Broadcasting