

Minutes from Quarterly CRE Meeting September 16, 2010

1 p.m. ET

730 Third Avenue

New York, New York



In attendance: **Sharianne Brill** (Bridge), **Michele Buslik**, **Tom Campo** (PR), **Alex Corteselli**, **Laura Cowan** . **Nancy Gallagher**, **Hadassa Gerber**, **Mike Hess** (Chair), **Pat Liguori**, **Michael Link**, **David Marans** (Guest), **Billy McDowell**, **Dan Murphy**, **David Poltrack**, **Lisa Quan**, **Beth Rockwood**, **Matt Ross**, **Ceril Shagrin**, **Noreen Simmons**, **Horst Stipp**, **Robin E. Thomas**, **Beth Uyenco** and **Richard Zackon** (Facilitator).

Present by Phone: **Joanne Burns**, **Tim Dolson** (Nielsen), **Brian Fuhrer** (Nielsen), **Michael Orgera**, **Jessica Pantanini**, **Mike Pardee** and **Kate Sirkin**.

Absent: **Brad Adgate**, **Susan Cuccinello**, **Paul Donato**, **Colleen Fahey Rush**, **George Ivie**, **Bob Ivins**, **Mark Kaline**, **Liz Nash**, **Greg Ross** and **Jack Wakshlag**

Chairman Mike Hess called the meeting to order at 1:06 ET.

Robin Thomas of Disney ABC Domestic Television was welcomed to her first in-person meeting.

Steering Committee

The Steering Committee approved the set top box research proposal for \$7,500 as allowed for at the last full Council meeting.

A slate of three new members was presented **Emily Vanides** (PHD), **Keenan Pendergrass** (Cox Media Group) and **Ed Gaffney** (Group M). The slate was approved without opposition.

Gregg Ross (P&G) was nominated to fill a vacancy of the Steering Committee and was also approved.

The Steering Committee declined to make a rule change about the tenure for bridge membership on the Council but voted to invite Sharianne Brill to continue her participation on CRE research committees, consistent with the By-laws.

A draft of a Nielsen client survey was presented. Robin Thomas had worked with Richard Zackon and an outside consultant Susan Weiss on its development. Council members were invited to discuss on a call on September 23.

The Steering Committee recommended postponing the enactment of a social media strategy for CRE until the survey results are available.



Richard Zackon reported he had set up a meeting with Jane Clarke of CIMM regarding areas of overlap between that organization and CRE. Mike Hess will also attend.

Measurement Science Panel Report

Tim Dolson and Brian Fuhrer discussed cooperation rates with metering PCs in the national panel. Installation of internet measurement software on the PCs began last February. It was 99% complete by August 29 with over 8500 homes. About 68% of homes refused. (See Powerpoint deck)

There appeared to be no degradation in button pushing. Members requested data for extended home, basics/alternates and ineligible/refusers/full cooperators/partial cooperators. Nielsen agreed to provide.

Michael Link noted it was more effective to request metering both PC and Internet at the initial recruitment. Various alternate PC and video technology combinations were discussed.

Universe Estimates

A CRE webinar is scheduled for October 14th to report out the results of the Media-related UE study in Dallas. Homes without TV but with internet were identified as an area of concern.

A second market to test is being considered given the rapid change in technology

Non-response Committee

Ceril Shagrin discussed the upcoming Mini-Summit and a possible webinar on the Nonresponse Bias research. The event is co-sponsored with the MRC and is scheduled for October 26 at the Time Life Center with cocktails provided by Nielsen to follow. Speakers will be CRE and non-CRE. The purpose is to go into greater depth regarding the findings and to broaden their dissemination.

Nancy Gallagher proposed a CRE day where all Nielsen clients are invited

Media Consumption and Engagement

Laura Cowan reported that the MCE committee completed its “Measured-Unmeasured” report regarding Nielsen measurement. It will be passed along to Insights to Practice.



The committee is looking to commission a literature review regarding how audiences use and experience various platforms. The purpose is to see what we can measure meaningfully in 2011 by conducting custom research on viewer choice and experience across pretty much every screen.

Horst Stipp questioned whether academics are well positioned to be aware of the relevant research on this important topic.

The sense of the Council was positive. Laura intends to return a specific proposal to the Council by December. Kate Sirkin said she would check with Cathy Kline at Starcom to see if there was something she might add to this effort.

Digital Research

Dan Murphy reported that his Committee was looking to present its tutorial to Nielsen clients in October. It is now looking for its next project as well as building up research resources on the CRE website.

Discussion explored how to engage with Nielsen on the topic, including generating research ideas. Kate Sirkin suggested focusing on the audience.

Set Top Boxes

Pat Liguori reported that Marty Frankel had been engaged to review Nielsen's hybrid test in three markets: an LPM market, a set-meter market and a diary market.

With the Chair out of the room a break of five minutes was taken.

Horst Stipp announced he would be retiring at the end of the year.

Insights to Practice

Laura Cowan reported on behalf of Susan Cuccinello regarding a meeting the day before reviewing the "Measured-Unmeasured" set of 60 questions from the Media Consumption and Engagement committee.



Communications Committee

Jessica Pantanini asked PR specialist Tom Campo to discuss communications efforts. Tom discussed efforts around the VCM datamining report. He also discussed the advantages of social media to the CRE.

Mike Hess suggested we learn more about the recently announced Nielsen-McKinsey social media effort.

Hadassa Gerber questioned why we were not in some broader publications.

New Business

Pat Liguori raised the possibility of a half day of CRE research for Nielsen clients addressing various topics. Robin Thomas commented webinars are easier for those out of town. Laura Cowan suggested something around the annual client meeting. Nancy Gallagher requested time at Nielsen's quarterly meetings. Pat mentioned having it at a Nielsen event may not indicate independence. Maybe better to combine with a different industry meeting. Richard Zackon added we will know what it takes better after the October 25 minisummit.

Hadassa Gerber spoke to getting CRE members to speak at various conferences.

Mike Hess asked whether CRE should have a social media committee. Beth Rockwood agreed to lead an exploration. Laura Cowan and Pat Liguori agreed to participate.

Richard Zackon said he would search for a virtual assistant for the CRE to support communication and administration.

Alex Corteselli volunteered to explore an education effort. Perhaps working with MRC and ARF.

Ceril Shagrin wanted to see the Nielsen presentation earlier on panels shared with a wider audience. Michele Buslik expressed concern about tracking the proliferation of video screens. Sharianne Brill requested a Nielsen update on synching software.

The meeting was adjourned at 4pm.