

## **Minutes from Quarterly CRE Meeting December 7, 2010**

**1 p.m. ET**

**730 Third Avenue**

**New York, New York**



In attendance: **Brad Adgate, Joanne Burns, Alex Corteselli, Laura Cowan, Susan Cuccinello, Colleen Fahey Rush, Nancy Gallagher, Mike Hess, George Ivie, Pat Liguori, Michael Link, Dan Murphy, Liz Nash, Michael Orgera, Beth Rockwood, Matt Ross, Greg Ross, Ceril Shagrin, Horst Stipp, Robin E. Thomas, Beth Uyenco, Emily Vanides. Matt O'Grady (Nielsen), Jim Oliver (Nielsen), Tom Campo (PR), Shelley Drasal (VA), Richard Zackon (Facilitator).**

Present by Phone: **Paul Donato, Hadassa Gerber, Bob Ivins, Billy McDowell, Lisa Quan, Keenan Pendergrass, Kate Sirkin**

Absent: **Michele Buslik, Ed Gaffney, Mark Kaline, Jessica Pantanini, Mike Pardee, David Poltrack, Noreen Simmons, Jack Wakshlag**

Chairman Mike Hess called the meeting to order at 1:05 ET and began by commenting that we've had a good year and face today a full agenda.

### **Steering Committee**

SUSAN CUCCINELLO, chair, announced the Steering Committee recommended MICHAEL NATHANSON of Nomura Securities for membership on the CRE. Michael had been a member when he worked at Sanford Bernstein.

The Steering Committee is looking for additional buy-side seats (advertiser/agency) to provide greater balance. Two candidates on the sales-side of the marketplace had applied for membership but were not recommended at this time. GREG ROSS volunteered to reach out to his peers in the advertiser community to see if he could get interest from a few more members. GEORGE IVIE suggested asking Nielsen for help.

The Council voted to invite Michael Nathanson to (re-)join.

Susan spoke to the possibilities of nondisclosure agreements being required for certain future sharing of information from Nielsen. She also discussed reviewing the goals and performance of the Facilitator. The Steering Committee will take up both topics,

### **Measurement Science**

Jim Oliver, head of Nielsen's Digital Center for Excellence gave a review of the technical issues around NetViews reporting. He described some steps taken to fix some streaming issues. Possible modeling solutions will allow for improved trending. MATT O'GRADY said Nielsen was currently looking at the impact of NetViews on fusion products. Matt also



addressed some changes in Nielsen Product Leadership.

Michael Link promised Mainak or Paul would give more details on the changes in Measurement Science at the next meeting. It is designed globally with integrated “watch” and “buy” side with around 100 measurement scientists at its core.

## **RESEARCH COMMITTEE UPDATES**

- **Non-Response**

CERIL SHAGRIN reviewed the recent mini-summit on non-response bias which was held on October 25<sup>th</sup>. She said the committee would look at writing the final report and next steps.

George Ivie noted that some in the industry are unfamiliar with the multi-modal methods we used in the non-response study.

- **Media related Universe Estimates**

Nancy Gallagher noted the webinar on the committee’s research given on discussed a second phase of research in a new market, in part because rapid technology changes in the marketplace. She noted the phenomenon of “non-ownership” of television and suggested the value of exploring it, perhaps in a high tech and a low tech market.

The Council saw value in getting some competitive bids so an RFP was recommended. George Ivie expressed his appreciation at the consistency of finding between the Universe Estimate study and the Non Response Study.

- **Set Top Boxes**

MS. PAT LIGOURI: discussed the committee’s current project which looks at Nielsen’s hybrid test of set top boxes in a diary market, a set meter market and an LPM market. Dr. Marty Frankel is working with the committee. Nielsen anticipated a January release.

- **Media Consumption and Engagement**

LAURA COWAN reported on the responses to an RFP on a research review of user experience across screens for which there are four finalists. She requested that an email vote be allowed for the finalist and the Council fulfilled the request.



Laura reported on some academic uses of VCM data.

### **Social Media**

BETH ROCKWOOD said her team was asking how Social Media can provide insights into consumer media behavior preferences and whether the CRE is the right group to look into this. They are also seeking to understand the differences between people who share information as a part of their social behavior and those who are private. There have been conversations with other industry groups looking at the issue.

The relationship between social and mobile is growing. And the relationship between social and advertising exposure is of interest. A conversation with NM Incite is in the future.

PAUL DONATO noted the importance of social and mobile to Nielsen and its clients.

### **Digital**

MR. DAN MURPHY discussed Nielsen's plan for hybrid measurement of augmenting panel data with publisher data. Paul Donato commented that there are significant privacy issues in integrating advertisers transactional databases. A discussion of privacy ensued.

DAN spoke of a survey of publishers to better understand how their audience data collection practices.

### **INSIGHTS TO PRACTICE**

SUSAN CUCCINELLO shared progress on the "measured/unmeasured" investigation which began with the Consumption and Engagement Committee at the time of Video Consumer mapping. It was an effort to clearly ascertain what sources were and were not included in reports. A set of questions around nine areas were framed, including work place viewing, streaming media, DVR etc.

Michael Link promised a final document before the end of the year.

There may be a webinar for Nielsen clients about the document. Learnings from the Non-response Bias study and the Universe estimate study are likely next candidates for Insights to Practice.



## **EDUCATION COMMITTEE**

ALEX CORTESELLI said the mission of his group's effort is to inspire the next generation of researchers. An internship program at CRE member companies is being discussed. Making use of webinar resources for students and teachers is another possibility. Long term CRE may help develop some training materials, perhaps in conjunction with Nielsen U. One thing we could certainly do is allow interns listen into different conversations from the various CRE committees

It was suggested that the ARF be consulted about their internship efforts as well as already existing programs at the companies we may place interns.

GEORGE IVIE noted the NAB has a program with that funds student research projects.

## **Communications Committee**

TOM CAMPO reviewed PR efforts and discussed a push out of direct communications to Nielsen clients with opt-in mechanism. CRE will develop a 2011 communication plan following review of the survey results.

BRAD ADGATE encouraged members to submit their bios to the website. BETH UYENCO suggested that clients can post comments so as to foster dialog. Laura Cowan suggested a password protected area to post CRE documents for members.

## **Client Survey Results**

RICHARD ZACKON reported some top line findings from the 285 Nielsen clients who responded to a CRE survey. The Council recommended leaving the survey open and putting out a reminder notice. CRE members were requested not to respond to the survey.

Results will be reported out in January.

## **Retirement**

At this point key lime pie was served to honor Horst Stipp on his retirement. All agreed he will be missed.

## **Process Suggestions**

MS. HADASSA GERBER: whenever we can get together face to face we should take advantage of it

MS. KATE SIRKIN: there is a lot of work that gets done...we have a lot more different people from Nielsen able to answer questions... perhaps an annual full day meeting.

MR. BILLY MCDOWELL: very efficient meetings; I ask we arrange meetings around



other events going on

MS. LISA QUAN maybe Skype would be a help for people that are out of town in order to them a little bit of face to face time.

MS. JOANNE BURNS: Working webinars. Fabulous to communicate information, open it up wide, get people cross country... Could be better networking. I like the idea of a lunch. upgrade in snacks, but that we have an half hour that we could talk.

MR. MICHAEL ORGERA: get more of our staff to participate

MS. LIZ NASH: get those more mid and junior level people who are already in the industry involved in some of the committees

MR. MATT ROSS: we need to help Nielsen clients to understand the benefits and the resources that come from the CRE.

MR. HORST STIPP: Well, what's really working me is this pie.

MS. NANCY GALLAGHER: the findings of all the committees and projects kind of dovetail and overlap What doesn't work is the RFP process. We need places to post rather than having to kind of start each project from ground zero

MS. BETH UYENCO: Working really well so very efficient meetings...What we could be doing better is really getting more feedback more input from people beyond this group

MS. LAURA COWAN: passion and dedication of every single person on this council. can continue to work on is having the tools to be able to efficiently handle all of these different parts of our council responsibilities ...

MR. BRAD ADGATE: What needs work is being on separate committees and we come back and we're all on the same team even though we're not. I think maybe a branding campaign

MS. EMILY VANIDES: I'm very impressed with how productive and efficient it has been and also the snacks have been awesome...some more networking time would be great.

MICHAEL LINK: I want wider visibility for the CRE within Nielsen...particularly with the client services folks

MS. COLLEEN FAHEY RUSH: I would love to see more external communications and press and attention to the CRE..I think we have room to grow in a stronger pipeline for research

MS. SUSAN CUCCINELLO: Working are the webinars that we are doing and the energy and commitment of everybody in the room...three cheers for the virtual personal



assistant I'd love to see is more built-in time to network and to just think, just pause during the meeting and think about what we're all absorbing and react to it.

MR. GREG ROSS: I think we we're working on great topics. I think it's good to add social media. the meetings are very efficient and a lot gets done on volunteer time. I think that would be a great opportunity to increase networking here.

MS. PAT LIGUORI: not working is the set up of this room. I'd like to see the table moved closer to the screen. Also not working is when we're in this room together, we're just reporting and not picking each other's brains. Once a year - do a full day or something.

MS. ROBIN E. THOMAS: Pushing down to the lower levels;

MR. GEORGE IVIE: Nielsen has done a fine job managing this group so that we are truly independent. . What's not working is accountability. Nielsen should be accountable for improving its research based on our research

MS. CERIL SHAGRIN: we've accomplished research that never would have been done if this council did not exist. What's not working is a few people who don't put in the same energy that many of us do. And what happened to the wine and cheese get-togethers?

MR. DAN MURPHY: I fear we may have too narrow a definition of research only.

MR. MATT ROSS: At one meeting we broke off into groups which gave us a chance to communicate in a more personal level With Nielsen going public company, how that's going to impact their support for this council?

MS. BETH ROCKWOOD: I feel that the interaction with Nielsen has gotten more productive. We need more marketers included on the council. I think the council's a lot of time but I always feel that it's time well spent.

MR. ALEX CORESELLI: pretty incredible that 35 or 40 people who in their day jobs would actually in some cases actually be adversarial, put their egos and day jobs aside and try to figure out to make the industry in general better for research. I think that's very impressive. I really like the idea of trying to get more people involved.

MR. MIKE HESS: I'm still occasionally disappointed by having a reference show up in the press that the CRE is not independent of Nielsen



## **NEW BUSINESS**

**Mike Hess** was nominated to continue to serve as CRE Chair and was subsequently elected without opposition.

Susan Cucinello was nominated and elected to serve as Vice Chair.

Election of Secretary was conducted and Jessica Pantanini was elected, pending her acceptance

The Steering Committee is up for re-election and the election was moved to the March 2011 meeting. Any member may request to be on. There are eleven members.

Ceril Shagrin asked about Nielsen's commitment to future Council funding. Neither Michael Link nor Paul Donato were present. Matt O'Grady said he would follow up.

2011 Meeting dates were discussed: March 10, June 23, September 15 and December 8.

The meeting was adjourned at 4:20pm.