

Minutes from Quarterly CRE Meeting
June 21, 2012
Sentry Center
New York, NY



Members In Attendance: Brad Adgate, JoAnne Burns, Michele Buslik, Hadassa Gerber, Pat Liguori, Billy McDowell, Dan Murphy, David Poltrack, Lisa Quan, Beth Rockwood, Matt Ross, Ceril Shagrin, Ira Sussman, Emily Vanides

Present by Phone: Alex Corteselli, Nancy Gallagher, Janet Gallant, George Ivie, Mike Pardee, Keenan Pendergrass, Robin Thomas, Judy Vogel

Absent: Paul Donato, Ed Gaffney, Bob Ivins, Mark Kaline, Michael Nathanson, Kate Sirkin, Jack Wakshlag, Sharon Warden

Also Attending: Daryl Battaglia, Michael Link, Tom Campo, Shelley Drasal (by phone), and Richard Zackon.

Opening

Ceril Shagrin called the meeting to order at 1:00 PM. She asked members by way of introduction to say what would make the meeting a great use of their time. Responses included learning, hearing diverse viewpoints, generating insights, making progress on the many unanswered questions the industry faces and being inspired.

Steering Committee

Tanya Giles of Viacom was recommended by the Steering Committee for membership. She received praise from various members and was formally nominated by Pat Liguori. The vote was unanimous in favor.

Ceril reported responding to ongoing correspondence from Steve Sternberg about his seeking CRE membership. The issue stands where it was: he has been invited to join a committee and Council membership would be a subsequent consideration. She hoped this would end the correspondence.

The next item was the issue of how the CRE works with companies which compete with Nielsen. Ira Sussman reminded members how from the beginning the one restriction on spending concerned funding competitors. Going forward he said Nielsen should on a case by case basis make a list of which competitors to be considered off limits.

Richard Zackon reviewed the issue of CRE member terms which are

renewable after two years and shared the latest roster with terms listed.

The final issue concerned the acceptability of companies proposing other than the senior research executives. Michele Buslik said it was important that the member was in regular communication with the senior researcher and Dave Poltrack said they should have decision making authority. Joanne Burns recognized the reality of getting member participation and thought the issue best handled case by case. Nancy Gallagher mentioned specialized knowledge and Billy McDowell felt demonstrating leadership in any area fits the criteria. It was concluded that the requirement for senior executive ought not to limit membership.

Treasurer Report

In the absence of Michael Nathanson, Richard Zackon distributed an initial look at finances. He said we were now getting updates from Nielsen.

It appeared there would be funds for additional research in 2012 beyond Sample Quality and Social Media.

Measurement Science Report

Michael Link commented it was good to be back after a year and gave an update on capturing media use on mobile, on tablets and using mobile as a diary. A panel for mobile currently exists. Different approaches exist for Android and IOS (Apple). Michael spoke about an existing study in a proof of concept stage of video content on iPads using watermarks. The goal is this would become part of the National People Meter Sample.

Michael discussed possible local diary replacement and expressed a holistic approach across platforms. Mobile alone will not replace the diary, possibly a paper and mobile alternatives for different demographics. Issues of out of home viewing were raised. A “friends and family” sample is in test using programmed line-ups.

He spoke of efforts in gamification, social sharing and trigger surveys.

Insights to Practice

Nancy Gallagher reported on an effort to bring common practice to research projects across committees and help connect them to measurement issues. Also there have been efforts to have a designated Nielsen liaison with each study. The goal would be to share some of the Nielsen practice issues at the time to study is presented in a webinar.

Sample Quality

Ceril Shagrin reported that the Sample Quality study is on schedule and budget. We may see some results by the December meeting but most results will come in First Quarter.

Social Media

Beth Rockwood reported the Social media study was making good progress and just held a webinar earlier in the week and all research partners are working together: Keller Fay, Nielsen, Life 360, and NMIncite. We are finalizing our agreement with Bluefin Lab as well and our academic team at Wharton is lined up. We look to report out results by late fall.

Local Measurement

Billy McDowell spoke to the Committee's review of data demonstrating growing variability of local ratings. The next step is producing a white paper explaining the ten year track and current situation. We should expect the committee will come back in September for funding. Bill requested suggestions for possible consultants.

Digital Research

The Digital Committee is without a chair so Richard Zackon gave the update. Bryon Schaefer is temporarily chairing but he is not a CRE member. Nielsen delivered its response to the committee regarding the Publisher's survey. This will be taken up by Insights to Practice.

Michele Buslik expressed concern with appropriate use of various data sources. Dan Murphy does not believe there is much luxury of time.

Return Path Measurement

Pat Liguori noted the Set Top box committee had changed its name since the March CRE meeting. The committee is seeking approval on a project related to return path data samples to learn differences concerning cable, satellite and telco distribution, geography and other factors. The project is with One Touch Intelligence and will provide data at the DMA level. This is particularly timely given developments for local measurement. The study will cost \$60,000. Some questions remained about DBS by DMA and VOD.

Pat moved to approve the funds and Council approved without objection.

Media Consumption and Engagement

Joanne Burns recounted at a previous CRE meeting Nielsen mentioned tablets, over the top and smart phones as priorities. An RFP was issued in April and the questions reviewed with the Council. Companies have been interviewed and the search narrowed. The timing seems in line with developments Michael Link outlined and the committee would like to launch a study in the Fall with costs estimated around \$300,000. 1800 respondents measured with an app and some one-on-one interviews. Discussion about appropriate control groups, power analyses and sample source ensued.

Michael Link offered Jennie Lai to work with the committee. A webinar discussing the research will be held prior to the September meeting.

Return on Investment

Dave Poltrack announced himself back and ready to take on the ROI initiative. He intends to bring understanding to the metrics and analyses and looks forward to an initial report in September.

Communications

Emily Vanides reviewed recent CRE press announcements, including the results of the Digital research study, the launch of the Sample Quality study, the RFP for Media Consumption and Engagement study and new members. There was also a Meet the CRE webinar and one on the Digital research. The quarterly newsletter will go out on June 22. We have a new provider to operate our website and we look forward to upgrades. There is a new LinkedIn site with 162 members. Tom campo reported that press coverage has been largely favorable. A new Nielsen client survey is planned for the Fall.

Emily reviewed the Communications budget, including new expenses for graphics design and social media. Overall we will see savings in the website and meetings. As an item of New Business, the CRE voted a requested increase for its virtual assistant Shelley Drasal.

New Business

Ira Sussman returned to the topic of what constitutes competition to Nielsen as it relates to the CRE. He returned to the mission statement of CRE: *to advance the knowledge and practice of methodological research on audience measurement, through the active collaboration of Nielsen and it's clients.* He stressed the centrality of methodological research to the CRE. He also stressed the importance of having a Nielsen representative attached to all studies. Michael Link commented that the issues typically arises when the CRE is doing something focused on Nielsen R&D or could reveal confidential information.

Hadassa Gerber suggested more frequent updates from Nielsen between quarterly meetings. A suggestion was made to use CRE as a feedback group.

Joanne Burns requested support from Nielsen in future studies so the competitor restrictions are clearer. Ira agreed and said participation by Nielsen on the committees will help. Michael Link questioned whether Nielsen should be bidding at all on CRE projects, except in special circumstances.

Richard Zackon proposed an event at which thought leaders in technology and sociology might speak to changes to expect in TV viewing. No sales, a mini TED. Will help guide the thinking of CRE on what to research. Expected cost around \$35,000.

Joanne Burns said we should invite representatives from CRE member companies. One member cautioned the first event needed to be successful. Another thought it should be a combined CRE-Nielsen event. Hadassa suggested making a recording available at CRE website.

Richard proposed inviting non-CRE members to the September meeting to participate but not vote. Especially researchers from digital and the advertising communities. There was little support for the idea. Ceril said the members' thoughts would be solicited.

Richard also suggested a webinar series to support researchers around work productivity. There was little support as well.

The meeting was adjourned at 4:29 PM.