

Minutes from Quarterly CRE Meeting June 20, 2011

Marriott World Center

Orlando, FL



Members In Attendance: Hadassa Gerber, Keenan Pendergrass, Michael Link, Paul Donato, Pat Liguori, Nancy Gallagher, Michele Buslik, Billy McDowell, JoAnne Burns, Robin Thomas, Jack Wakshlag, Ceril Shagrin, Dan Murphy, Emily Vanides

Present by Phone: Brad Adgate, Janet Gallent, Alex Corteselli, Bob Ivins, Liz Nash, Greg Ross, Lisa Quan, Noreen Simmons, Beth Uyenco, Ed Gaffney, Laura Cowan (Bridge)

Absent: Beth Rockwood, Michael Nathanson, Colleen Fahey Rush, David Poltrack, Kate Sirkin, Mike Pardee, Michael Orgera, Jessica Pantanini, George Ivie, Matt Ross, Mark Kaline

Also attending: Mike Hess, Mitch Barns, Tom Campo, Richard Zackon

Opening

Richard Zackon, CRE Facilitator, called the meeting to order at 1pm ET and announced that he would be conducting the meeting rather than his normal role of facilitating due to lack of a current Chair of the CRE. He first introduced two guests present at the meeting: Mike Hess and Mitch Barnes, both from Nielsen. Mike Hess was the former Chair of the CRE prior to taking on a role at Nielsen and Mitch Barnes has stepped into Dave Thomas' role at Nielsen.

Richard asked the Council, by way of introducing themselves to Mitch, to state their name, company and something that they would like for him to know regarding the CRE. The comments are included in the addendum to the meeting minutes.

Steering Committee

Greg Ross began his report by noting that, with Mike Hess joining Nielsen, the CRE needs a new Chair. The first item of business was to be a Council vote on admitting Sharon Warden of NAB as a member. She was recommended by the Steering Committee. A motion to accept was made and seconded and approved without objection by the Council. Emily Vanides, who had vacated her seat when she joined MediaVest, was also recommended for membership by the Steering Committee in a seat to be shared with Kate Sirkin of Starcom. Emily's membership was also approved unanimously. Laura Cowan was granted Bridge membership for nine months, having left Riester Advertising, and was acknowledged for her previous contributions to the CRE.

Greg discussed the need to fill some of the current vacancies on the CRE with candidates from the Advertiser sector.

Greg noted his commitments at P&G will not permit him to assume the role of CRE Chair and that no CRE member has stepped up to volunteer to fill the position. He reported that Facilitator Richard Zackon had offered to assume an expanded role for a limited three to six month time period. This would require an adjustment in compensation. Michael Link expressed concern that Richard serving as Chair might affect interactions with Nielsen as in his current role he serves as a kind of honest broker between Nielsen and its clients. It might also affect the perception of the independence of the CRE from Nielsen. Paul Donato requested some time to think it over although as a stop-gap measure he was less concerned.

In response to a suggestion by Greg of co-Chairs to make the role less demanding for CRE members, Richard expressed concern that co-Chairs would need to have responsibilities clearly articulated so that he would be clear on lines of authority. Pat Liguori requested a list of the Chair's responsibilities and Richard agreed to follow up with Mike Hess.

Greg then noted there were openings to chair the Media Consumption and Engagement Committee and the Insights to Practice Committee.

Greg drew reference to the 2010 CRE Annual report which was distributed and posted on the CRE website at www.researchexcellence.com. He also thanked those who provided input into the review of the Facilitator which he said he would get together with Richard to discuss in July.

Hadassa Gerber asked about the advertiser vacancies on the CRE. Greg suggested members reach out individually and Richard noted the Nielsen 360 meeting would be a great opportunity. Joanne Burns noted there were six vacancies in total to fill.

Measurement Science Report

Michael Link presented a brief update on the Nielsen R&D effort as it affects audience measurement. Topics included the global meter, set top boxes, brand effect on Digital, mobile devices and applications science.

He discussed Nielsen's intention of clearing up the contract with Dr. Marty Frankel (discussed later) and its desire for future involvement by him in set top box data research.

Paul Donato mentioned research integrating set top box data with Catalina. A discussion on a number of issues of new technology followed. Paul spoke to the paradigm shift from probability samples to server based data. Michael Link spoke to gamification.

Treasurer's Report

Michael Nathanson was not in attendance and Richard Zackon shared the May 31 statement of funds authorized by the CRE since its founding. The CRE's understanding is that \$7,028,840 was spent of a total of \$10,000,000 funded by Nielsen. Remaining to be allocated was \$2,971,160.

Ceril Shagrin asked about a commitment from Nielsen for next year. Paul Donato replied not yet and that after the meeting he, Mitch and Susan Whiting would discuss and would quickly come back.

Cross Committee Proposal

Ceril Shagrin shared an idea which arose within the Sample Quality committee and now includes the Set Top Box, Universe Estimates and Local Measurement committees. The idea arose in discussions between CRE and Nielsen about addressed-based sampling.

The study would look at an LPM market, a metered market and a diary-only market. Standard diary recruitment would be supplemented by additional data collection and analysis supplemented with Claritas data. If the household is not a TV household, additional questions will be asked. A formal proposal to the CRE is being developed with execution will likely be in February 2012 at a cost estimated at \$1.5 million.

Michael Link noted that the original idea was to include set top box data and the plan now is for a diary market. Ceril thanked Michael for the reminder that the diary market include set top box data.

The CRE was asked to share its sense on the value of the study. No funds were asked to be voted. The project was not intended to take funds away from the participating committees.

Jack Wakshlag asked about viewing on computers and other devices. Ceril intends to follow up and invited members to submit additional suggestions. Hadassa asked about mobile devices. Dan Murphy (Digital) and Nancy Gallagher (UE) expressed the support of their committees.

Media Consumption and Engagement

The MCE Committee is currently without a Chair as Laura Cowan transferred to Bridge membership. No one stepped up to Chair.

Richard Zackon gave an update the User Experience project, UX. A press release was issued last week in conjunction with the ARF Conference where an overview was presented. A webinar was also held for Nielsen clients and the report by BIA Kelsey is on the CRE website. The next step is to work through the research literature collected and consider possible areas for primary research.

Joanne Burns said the feedback exceeded expectations. Dan Murphy suggested reaching out to Hulu for the committee. Paul Donato offered to come back in September for a Nielsen review of the literature.

Richard shared a proposal for further research by BIA Kelsey. It was tabled until after September.

Sample Quality Committee

Ceril Shagrin said the committee was awaiting information from Nielsen on work done in the original Nonresponse Bias study and Michael Link reported the work had in fact been assigned.

Report decks on the original diary and meter studies will be put up on the CRE website.

Local Measurement Committee

Billy McDowell noted there is a little of interest in the new committee from both the buyer and seller side.

The initial focus is on the diary and the variability of the data book to book. Joanne Burns expressed concern about “zero audiences” reported in the book. Billy is intent on really studying the instrument.

The committee has considered research on the behaviors of diary keepers, working with the set top box committee on augmenting diary data with other measures and possible decision theory approaches on data use. The first initiative is a long term tracking of standard errors of audience ratings. Nielsen’s Bruce Hoynoski has promised delivery by August 15. The second initiative will be an analysis by market or station by brand which addresses post-evaluations. The third effort was to have been a cutback of NPM homes compared with diary homes, but the cross-committee effort may take its place. The committee is looking to reserve around \$50,000 for its efforts this year.

Set Top Box Committee

Pat Liguori discussed the committee’s project to examine Nielsen’s hybrid test methodology to combine set top box data with different existing data streams from diaries, set meters and people meters. Dr. Marty Frankel was engaged to review and summarize the research. Issues arose as the data were delayed and the patent application process limited access. The committee is awaiting a realistic estimate from Nielsen of getting data to Marty to finish the project. The original report should be completed somewhat later than expected. Paul Donato offered to help. In addition, Nielsen has approached the committee in working together toward planning the validation of the hybrid service. The committee would strongly like to be involved. It is important that the CRE be seen as retaining its independence from Nielsen. Mike Hess echoed the importance of CRE’s independence. Michele Buslik also emphasized the importance of both independence and involvement. Paul Donato characterized the work as proof of concept, not final product.

Universe Estimates Committee

Nancy Gallagher reported her committee is close to wrapping up its report on the Dallas-Ft Worth market with a webinar scheduled for July 7. She requested help with storage of questionnaires. The committee may participate in the cross-committee project as its second effort.

Digital Research Committee

Dan Murphy reported that the contract with Ernst & Young had run into a snag because of their auditing relationship with Nielsen. We expect this to be resolved favorably and soon.

Regarding the actual survey, Dan mentioned certain sensitive data privacy issues. The IAB and OPA will be consulted.

Dan also addressed the possibility of ad effectiveness research. Beth Uyenco spoke to some work Paul Lavrakas had done for IAB and the need for further research on research. Dan looks to do the work in parallel with the audience measurement efforts.

Social Media Committee

Beth Rockwood was not in attendance and Richard Zackon provided a brief summary of some of the progress of this committee to date. Richard invited CRE members to attend some of the committee meetings as there is a lot of valuable learning happening in this new area. Beth will provide a fuller update at the next quarterly meeting.

Insights to Practice

There is currently no Chair of this committee and Richard invited one of the current committee members to step up and Chair.

Communications Committee

Tom Campo recapped major announcements: Digital RFP and E&Y selection, a byline from Alex Corteselli, the stories on the UX study at MediaPost's Re:Vision Conference and the ARF, Joe Mandese's participation in the client webinar on UX and the launch of the UX database,

Tom mentioned the CRE will get a monthly column in Television Business Report. So far this year Jack Wakschlag, Pat Liguori, Dan Murphy, Nancy Gallagher and Michael Orgera have appeared. Billy McDowell is slated for a future column.

The first CRE newsletter will soon be issued. A LinkedIn page has launched and members are invited to join.

Education

Alex Corteselli reviewed efforts to establish a web-based clearinghouse for media research internships. He thanked CRE members who participated, but acknowledged was late. He also pointed out HR's key role in the process and believes there a real opportunity for future success.

CRE 2.0

Richard Zackon noted that CRE was created six years ago with an existing set of concerns and evolved its operations without an existing model. He suggested it was time to ask how we might operate now. he proposed we consider a set of questions at the September 22 meeting of the CRE.

These questions include: How should CRE relate to research companies other than Nielsen? What should its relationship be to other industry group? What should its relationship be to Nielsen? What should its areas of focus be? Should there be changes to its organization? Should it be a formal legal entity?

Michele Buslik acknowledged the addition of virtual assistant Shelley Drasal to CRE operations.

Paul Donato spoke to Nielsen's commitment to innovation, particularly in developing countries. Mitch Barns spoke to developments he had been involved with in China.

The topics will be taken up in September.

New Business

There was no new business. The Facilitator asked Mitch Barns his impression of the proceedings. Mitch mentioned that he had only heard good things about the Council and the meeting reinforced what he heard. He said it was a beautiful thing to see senior and talented people engaged in research at this level and thanked CRE members for their efforts. He guaranteed there would be future funding.

The meeting was adjourned at 4pm.

Addendum:

The facilitator requested members take 30 seconds to tell Mitch Barns something they would like him to know about the CRE.

Hadassa Gerber: What would I like you to know about CRE? That it's a diverse group of people that work very well together.

Keenan Pendergrass: I'm new to the CRE but I'm excited about the work that you do and the opportunity to make a difference in the industry.

Mike Hess: I don't know if Mitch knows that the Council was formed six years ago this month in June of '05, if I'm doing the math right. And I've seen it make a lot of contributions, I was proud to be the Chair for a couple of years. Finally, I hope I'm still under 30, we participated in what I think is the largest market research study ever done for about three some million dollars, the video mapping study.

Michael Link: I've been lucky to be in almost three years, four and a half years, now the liaison from Nielsen to this group. And I just want to say it's a fantastic, well informed and eager group. That really helps to drive our agenda in terms of not just R and D but kind of the current things that are out there and gives us great feedback; make sure that we're working in all the right areas.

Emily Vanides: I've been very, very impressed with just the commitment and the hard work that comes out of this Council.

Paul Donato: I've been with the Council since the beginning. And I'm actually very much looking forward to a discussion we're going to have later today about CRE 2.0 and where CRE goes in the future.

Pat Liguori: You should know that this is a very collegial group; in the time that I've been here, I haven't seen one argument. This is the only group that's like that in the industry, just so you know when you go elsewhere to other meetings, be prepared, don't let this serve, you know...

Nancy Gallagher: I've been here the whole six years and Pat's right, there really never has been an argument. And also, you know, even though there's a lot of separate committees, we kind of find the common grounds and the overlaps and all pitch in together.

Michele Buslik: I just appreciate how much that Nielsen has invested in this committee, and I think your investment has proven that we can all work together and come up with some very good ideas and good structure to work forward in this era that we're all trying to understand.

Billy McDowell: I just love the range of ideas that come out of our meetings and our conference calls, that people are thinking outside the box and it's exciting to see what's going to happen next in this committee.

JoAnne Burns: I would say collaboration squared; it really is phenomenal the way we all collaborate on so many different levels. And collaboration only pays off if you have true accomplishments to stand behind that and I think we have both, a great report--record of accomplishments and collaboration.

Robin Thomas: I've been a member about two years now. And the thing that I--I've learned a tremendous amount from this group and really am excited about the way this group is shaping research in our industry.

Jack Wakshlag: I've been here since the beginning with Richard. And what this is, is an independent collaborative association of what I consider to be the best minds in media research working together to break new ground in cross platform and in any other--any sort of significant research issue that comes to bear.

Ceril Shagrin: I echo everything that was said. I think this has become a group of highly dedicated--we're not only, you know, great minds and a lot of people who know a lot about research but the dedication, the amount of time, the number of committees each of us belong and participate in, and the degree of participation has been incredible. So what I want from you is to continue to fund us and to continue to allow us to be totally independent.

Dan Murphy: So I'll say ditto to everything that's been said before; I'd reinforce the buy-sell side collaboration because that's the part that's unique about the collaboration. And I think that even though--while I'm head of the Digital Committee, and--but I think I'm falling short on my responsibilities because I think digital's gonna simply become more and more important as the proliferation of devices and architecture like HTML5 and 4G start coming into play. So that's an area that we as group need to start emphasizing more going forward.

Brad Adgate: Well I like, you know, the fact that everyone's really passionate, I think if you see something, you know--if you see a presentation done by Nielsen or from some of the committees, you know, everyone has their head turned, they're looking at the screen, they're very interested in, you know, the macro research world; it's not--regardless of whether they're on committee or not.

Janet Gallent: What I would say, and again I am a new member, that what I'm really excited about is it's a real industry collaborative initiative and it really has the power to make a difference and I'm really excited to help make that difference.

Laura Cowan: You know, I think, and this is echoing what other people have been saying, the collegiality and the passion are the two biggest parts of the CRE. The passion, not just to find an answer but to find the best answers. And the collegiality as we all work together and come from different viewpoints.

Alex Corteselli: I would second that. I think the thing that makes this committee different than most others is--because a lot of committees you have people who are working together and working for good answers and better research. But the backgrounds that everyone comes from are in many cases really competitive, but most of the time we put that aside, we come into a room and we try to come out with the best answer we can for the industry, not just for the particular area we happen to represent. And I think that's what makes this the most impressive.

Bob Ivins: Yeah, that's the problem when you go later in the call, you can't say anything unique. I echo what everybody has said today about the passion and working together as an industry.

Liz Nash: I've been on the Council for a couple of years. I think it's great that, echoing what other people have said that, we have people sitting on the Council from advertisers, from the media and from agencies, and everybody actually really does work together. And the Council has accomplished a lot, and I think we should all be proud of that.

Greg Ross: I guess one thing is--two things. One is that this is an excellent group of true experts and professionals who've developed a lot of great work in the last few years. And as an advertiser, one of the few advertisers, it has been a true value to us. And one of the things that we need work on is continuing to get broader representation on the CRE of advertisers.

Lisa Quan: I think the CRE provides a terrific forum to converse with your counterparts on both sides of the business about industry issues, and actually discuss what's going on and trying to find ways to improve media research overall.

Noreen Simmons: I'll just echo what everybody else has been saying, is first of all I think the CRE's composed of a very, very smart group of people. But then we all represent different constituents, we have different backgrounds within the industry, but somehow we manage to find out that we all have shared interests and we're all trying to learn the same things. So it is those shared interests that lead to a very high spirit of collaboration amongst the CRE.

Beth Uyenco: It's been a real pleasure working with the CRE. I echo a lot of what people had said about the passion that the members of this organization have brought to, you know, trying to better improvement in research. And what I would really look forward to is getting even more into digital audiences and getting to understand how we can properly address this world that is moving so fast, and I can't think of a better group of people to be with.

Ed Gaffney: You should know that there's been a lot of progress made in the last few years on a lot of really cool projects. They're a bunch of really cool projects in process right now, so roll up your sleeves and dive right in.