**Minutes from Quarterly CRE Meeting**
**December 11, 2014**
**Convene Conference Centers**
**New York, NY**

**Members in Attendance:** Joe Abruzzo, Brad Adgate, Kathleen Bohan, Artie Bulgrin, Joanne Burns, Laura Cowan (Bridge Member), Paul Donato, Janice Finkel-Greene, Nancy Gallagher, Hadassa Gerber, Buzz Knight, Pat Liguori, Billy McDowell, John McMorrow, Jed Meyer, Dan Murphy (Bridge Member),  David Poltrack, Beth Rockwood, Stacey Schulman, Ceril Shagrin, Emily Vanides, Judy Vogel, and Tom Ziangas

**Present by Phone:**  Cheryl Brink, Michele Buslik (Bridge Member), Janet Gallent, Tanya Giles, Jeffrey Graham, George Ivie, Mark Kaline (Bridge Member), Tony Marinaro, Keenan Pendergrass, Andy Rainey, Bryon Schafer (Bridge Member), Ira Sussman, and Robin Thomas

**Also Attending:**  Peter Bradbury, Mark Braff, Tom Campo, Laura Carpentier, Lynda Clarizio, Shelley Drasal, Christine Pierce, Horst Stipp, and Richard Zackon.

**Absent:**  Ed Gaffney, Michael Nathanson (Bridge Member), Howard Shimmel, Susie Thomas, and Sharon Warden (Bridge Member)

**Member Attendance:**  91%


**Opening**

Ceril Shagrin called the meeting to order at 1:03 PM.  She reported on a meeting held with Lynda Clarizio, Ira Sussman and Richard Zackon concerning the participation of Nielsen in the CRE.  Primarily the goal is to have Nielsen champions from Measurement Science on each of the CRE's committees.  This will allow the CRE to be in sync with Nielsen Measurement Science.  Lynda Clarizio echoed Ceril.


**Nielsen R&D Update**

Christine Pierce explained that she is stepping into Michael Link's role as chief representative for Measurement Science.  Paul Donato will remain as CRO of Nielsen.

Christine said her team in Measurement Science is working on the development of new products.  Christine set forth the following industry measurement needs:  accurate and actionable respondent level data; currency ratings stability; comprehensive measurement of ethnic groups and distinct consumer groups; cross-platform currencies with and without duplication; ability to support increased media fragmentation and changing business models; and the integration of panels and big data for accuracy & stability.  All of this is across different device types.

Lynda Clarizio noted the importance of avoiding biases, especially ethnic biases in the panel. Lynda also addressed Nielsen's new partnership with Adobe.  It was motivated to accelerate closing the gap in measuring digital content.  It will enable Nielsen to

piggyback on using tags that are already out there on digital properties.  In addition, Adobe Primetime is an opportunity for a client to use that video player.

Dan Murphy asked about the availability of program genre information and asked whether Adobe could address that issue.  Lynda spoke to the challenges of aligning genre across TV and digital.  Cheryl Brink asked about handling non-human traffic working with Adobe.  Christine Pierce said that there have already been conversations on this topic.  Jed Meyer asked about differential uses of Adobe by site and Lynda said that Nielsen has had multiple conversations and it will require clients coming together to agree.  Tom Ziangas acknowledged the complexity of Nielsen and congratulated them on their work.

Richard Zackon asked where the theoretical and practical work was being done on integrating panels and samples.  Christine said that Nielsen is a pioneer in this effort.  AAPOR is doing work in this area as well and she noted that Michael Link is president of AAPOR.  Richard said he would reach out to Michael.  Paul Donato mentioned there was a recent hackathon on Local Measurement at Nielsen and asked if the CRE may want to work with Nielsen on data integration efforts.  Christine emphasized the importance to Nielsen of independence from outside data sources regarding its syndicated products.  Ceril summarized by suggesting a follow-up meeting to see where this fits within CRE.


**Steering Committee**

Pat Liguori informed the Council that the Steering Committee met on December 3$^{rd}$ to address the process of requests for funding.  Specifically it attempted to create ground rules regarding requests where timing does not allow requests to be presented at CRE quarterly meetings.  Suggestions were made to present requests via webinar and/or email vote to approve funding in such cases.  Pat requested members make suggestions by email.

Pat brought up discussion of Nielsen having visibility on the CRE website.  Richard stated that Nielsen funds the CRE and although the CRE acts independently of Nielsen, it may be a good thing to have a note from the CRE sponsor on the website.  Lynda Clarizio stated that Nielsen is happy to work with the CRE on this.  Nielsen would like to position the CRE as an actionable research organization.  It was agreed that the funding by Nielsen of CRE ought not to be a secret on the website.

Pat discussed membership of industry organizations on committees of the CRE.  Richard noted that the bylaws allowed it and just wanted to get consensus of the Board.  Ceril added that membership on a committee is at the discretion of the committee chair.

The next item for discussion was having a committee that would review the proposals from the various committees to evaluate methodology and pricing before voting upon funding. The idea is to gain the insight of CRE members who are active primary researchers.  It'd be like a Good Housekeeping Seal of Approval on a proposal for pricing and methodology."  This committee would be a filter for green-lighting projects.

The last item involved a request from Nielsen that the CRE become global. Pat raised the issue of a member from Australia. Ceril suggested pursuing the request in a later meeting.

**Insights to Practice**

Nancy Gallagher reported on an Insights to Practice meeting held earlier in the day. At the meeting, participants reviewed the 2009 non-response bias study and how Nielsen implemented the findings.

In addition, the committee also discussed the issues of panel versus census measurement.

Finally, she noted the importance of Nielsen representation on every committee and Christine offered help on that.

**CRE Finances**

Richard informed the Council that Michael Nathanson stepped down as treasurer. He requested that someone step up to work with him once a quarter to review the finances.

Richard stated that Nielsen put up $3.0 million at the beginning of the year and, to date, $1.6 million has been spent. He anticipates that by year-end, the CRE would have spent $2.0 million.

Ceril invited members to start thinking about 2015 and what the CRE can do to make a difference. Richard stated that *dollars* are not the limiting resource for the CRE that *time* is.

Richard thanked Nielsen for its investment in the CRE.

**Social Media**

Beth Rockwood reported that the Social Media Committee has wrapped up its second Talking Social TV project. The academics made their report to the committee as well as the full Council.

One highlight for Beth was the comparison of mobile diary data with Nielsen people meter data. The committee continues to look at how people use different social platforms. She acknowledged Nielsen for good cooperation with the committee.

Beth informed the Council that the committee is actively looking at new research. Buzz Knight suggested a look at social media and audio. Other topics include commercial attentiveness.

Richard suggested that anyone who was not able to attend the academic webinar reach out to Shelley for the recording.

**Media Consumption & Engagement**

Joe Abruzzo reported that on November 5, 2014, he shared the initial findings from the 50 interviews of the industry leaders concerning the Alignment of Cross Platform metrics. He further reported that on November 5, 2015, Joe had shared these findings with the ARF. Finally, he reported that he shared these results on November 20, with the measurement mandate group lead by the ANA and ARF.

The goal now of the MC&E Committee is to develop a research agenda. He stated that the committee would reach out to more senior and junior level (5-15 year) Nielsen client researchers to provide input into the agenda.

Emily Vanides asked how these two groups of clients would be recruited. Joe replied that he would invite the senior clients to a meeting when the results were shared at a webinar in January. He would then invite the senior clients to recommend the junior clients.

Horst raised the question of potential exposure measures and ROI measures. Joe said that this had been considered. Richard commented that there are a number of frameworks: the traditional ARF hierarchy of media measurements and the Nielsen reach/resonance/reaction paradigm. Beth Rockwood brought the conversation back to Christine Pierce's discussion of integrating sample and census data.

**Digital Research**

Brad Adgate updated on the acceleration ethnography. Thirty-five of the 50 original households were available to be interviewed and findings will be reported by GfK in early 2015.

Brad said, regarding the Longitudinal study, the work is progressing according to its timeline and he shared some preliminary findings on out of home viewing. The themes included detection, discovery and expansion.

**ROI**

Dave Poltrack reported that there are two areas that the ROI Committee is focusing: on the long-term effects of advertising and the processing of television and radio data for use in marketing mix modeling. Dave stated that the committee is in the process of developing a report on the second area.

Regarding the data, Dave said they were waiting for input from key people at Nielsen. Dave accessed the report from Sequent Partners and stated that it was the best he has ever read summarizing industry practice. Richard said that the CRE should schedule a webinar for members to see the results.

Dave said it appears that there is a crying need for people in this business to approach long-term advertising effects.  Dave noted that the ARF is also looking at the topic.

**Big Data**

Stacey Shulman reported that the Big Data Committee had an event this fall and released its Primer, which was distributed to Council members on a flash drive.

Stacey also informed the Council that the committee had considered a Big Data wiki; however, it chose not to move in that direction at this time.  The committee has opted to use LinkedIn as a trial to release the Primer and to test its workability before moving forward with the wiki.

**Local Measurement**

The first is a predictive modeling project, which Richard is leading.  Richard introduced Vasant Dhar from NYU and Deep Blue Analytics and Tim Dolson, formally from Nielsen.  Richard thanked Christine Pierce and her team at Nielsen for getting the data together.  Specifically, the analytic team is looking to produce ratings in ten LPM markets using data from outside those markets.  Vasant reported conducting both an exploratory data analysis (sanity checks) and predictive analysis.  The error rates on the early predictive analysis were between 40-60%.  As more information was included, error rates were lowered until around 30%.  None of this included program information.  Final grained analyses are necessary.  Tim also expected to see improvement with the models.  Paul Donato asked about what was being predicted and what models were being used.  Station quarter-hour predictions by day were being predicted. Vasant's team had applied several types of machine learning methods, specifically regression trees and boosting methods.

Billy McDowell spoke to a separate project potentially working in Philadelphia with faculty from Temple University using Bluetooth technology. Christine Pierce noted that Nielsen is also testing this technology.

Finally, Billy mentioned a potential project concerning local news.

**Sample Quality**

Following up from the last quarterly meeting, Ceril reported that her committee looked at data regarding recruiting and maintain millennials in the sample.  The good news is that turnover is due largely to their moving and this does not seem to be a problem.

Ceril shared that the committee is exploring the following research agenda in 2015: 1) How is non-response bias impacted when more than one type of a device is metered in a home? 2) How can we use PPM for out of home measurement and how does that impact sample quality? 3) How do you motivate affluent homes to be in the sample? 4) What's the impact of using different models for a person's information?

Christine Pierce commented that number one is critical for Nielsen because this is not something that they want to test in their currency panel. Paul Donato added that number four is a very big issue right now, especially in respect to millennials. Ceril ended by stating that the committee would narrow the choices and bring the top two to the next meeting in March.

Richard acknowledged the good job that Nielsen is doing with millennials and took a moment to reflect on that.

**Return Path Measurement**

Pat Liguori opened by stating that the RPM Committee had been on hiatus for a while and had recently held a meeting to discuss future projects.

The committee's focus will be to reacquaint itself with what's going on in the set top box world. The goal is to visit key players, Nielsen, Rentrak, TiVo, and TRA.

The committee may also explore the following: applying the same performance indicators to census-based and sample-based measurement, speaking with advertisers regarding what they believe in relation to what future role set-top box will play in our industry, panel versus census size versus representation.

Lynda Clarizio spoke to the importance of understanding current developments in how MVPD's collect and store tuning data.

**Communications**

Emily Vanides began by reviewing the number of signups: LinkedIn: 700, Newsletters: 740, News Releases: 600+, Weekly News Clips: 150.

Emily recapped the events that had taken place within the last quarter, which included the Big Data event in October. The event received some good coverage in MediaPost and TVNewsCheck.

Emily also mentioned that the Communications Committee has placed together some branding guidelines for vendors to keep all CRE communications branded and consistent. Tom Campo spoke to current press coverage.

Lynda Clarizio mentioned the Nieslen 360 conference that would be happening in June 2015 and asked if the CRE may like to participate again this year.

Joanne Burns reviewed with the Council some of the features, which will be included in the January re-launch, of the CRE website ([www.researchexcellence.com](http://www.researchexcellence.com)) and asked for feedback in a few areas. These features included a search option, recent events on the homepage and a calendar. In the interest of time, a fuller demonstration of the new site was deferred for later in the month. Richard expressed his appreciation for the great work that Joanne placed into this.

**Education**

Jed Meyer stated that the committee had not been very active in the last quarter.

The three key themes for 2015 are agency internships, professional engagement with schools, and educational sessions with the MRC and ARF.

**Council Elections**

Richard reminded the Council that the Chair and the Steering Committee need to be re-elected every year. Hadassa Gerber nominated Ceril Shagrin to serve again as Chair and Ceril agreed. There were no other nominations and Ceril was re-elected by acclamation. Richard confirmed that the following current members of the Steering Committee were willing to serve for another year: Brad Adgate, Nancy Gallagher, Janice Finkel-Green, Tanya Giles, Pat Liguori Jed Meyer, Ceril Shagrin, Ira Sussman and Susie Thomas. In addition Judy Vogel and Emily Vanides agreed to serve. The slate was supported by the Council without opposition. At its next meeting, the Steering Committee will select its Chair.

Richard requested a candidate for Treasurer and Emily Vanides accepted the role.

**New Business**

Buzz Knight proposed a radio centric committee to the group. Buzz informed the Council that Stacey Schulman, Kathleen Bohan and others outside of the Council had been helpful in potential discussions for the committee. The new committee would be referred to as the Audio Committee. No date for the next meeting was set.

Richard noted that the Digital Committee has largely been at work on video ethnography and questioned whether particular digital research interests were being served. Christine Pierce commented that a number of committees touch on digital. Lynda Clarizio commented that a lot of the unique digital issues are involved with fraud. Ceril

Shagrin suggested that the Sample Quality Committee be changed to the Data Quality Committee.

Richard confirmed the 2015 CRE Quarterly Meeting dates as Thursday, March 12, Wednesday, June 10, Thursday, September 10 and Thursday, December 3, stating they were all set up to avoid conflict with major industry events or major religious festivals. Invitations will be going out shortly.

Richard proposed some half or full day special events to help inform the research community.  These would be held with outside speakers such as academics, and leading industry thinkers.  The topics would be 1) "What's it mean to watch TV?", 2) How do we evaluate modeled data?, and 3) What might we invent if we were not working with legacy systems? The research community would learn from the events and we could record the events for academic classroom learning. The cost of the events would be $10-$15 thousand each.

Jed Meyer, Stacey Schulman, Joe Abruzzo, Ceril Shagrin, John McMorrow, and Christine Pierce agreed to assist.  The programs would most likely not take place until second quarter of 2015.

## Adjournment

The meeting adjourned at 4:18 PM.