

**Council for Research Excellence
Media Consumption and Engagement Committee**

**REQUEST FOR PROPOSAL
Valuation of Individual Platform Viewing**

The mission of the Council for Research Excellence (CRE) is to advance the knowledge and practice of methodological research on audience measurement.

Purpose: The Media Consumption and Engagement Committee seeks to explore the similarities and differences in viewing video content and advertising as it is seen on different platforms and devices, including but not limited to traditional TV sets, video-enabled computers and laptops, tablets and smartphones.

The intent of the study is to provide a framework for establishing the relative value of video exposure and engagement on each of these platforms, and to explore the possibility of a common metric.

We ask you to propose the best methodology to address these areas. You may address some questions and not others, if you feel that some do not fit your core competencies.

Objectives: There are three basic areas we would like to explore relative to viewing video across platforms. **Each area pertains to both the program content and the advertising.**

- **Emotional Reaction:** Do mood and sentiment towards the content vary by platform?
- **Retention / Recall:** Do learning and retention of content vary by platform?
- **Engagement:** How does viewer connection with content vary by platforms?

Additional questions we would like answered, in the context of the three key Objectives noted above:

- **Distractions:** What are the types of distraction by platform? Do the types and degree of distractions vary by platform
- **Co-Viewing:** Does the presence of an additional person in the room impact emotional reaction, recall and engagement?
- **Other items affecting the viewer experience, including the use of multiple platforms concurrently.**

Specifications: We ask you to propose the best methodology to address the questions above. Some conditions we would like to account for and address are;

1. **Viewing environment:** To be able to capture and account for natural conditions and activities surrounding the viewing experience and their potential impact on viewing. As well, we would like a more sterile viewing environment without distractions to use as a comparison.
2. **Same content viewed on each platform:** To eliminate potential biases that different content yields different results.

We are open to innovative technological solutions to capture both the viewing experience and follow-up questions relating to the viewing.

Deliverables and Expectations: Upon completion, we will require workshop call(s) to review and discuss findings and an Executive Summary presentation deck. We will also want an in-depth white paper detailing findings, and for the selected Supplier to be available for presentations and discussions of results. We will also require raw data, with the ability to access it by common computer programs.

Proposal Format:

The proposal should contain the following components:

- **Process:** This section should identify the proposed data gathering methodology and approach.
- **Deliverables:** The proposal should lay out the specific processes, and the anticipated approximate length of the report to be delivered.
- **Timing:** The proposal should present milestones expressed in number of weeks after the contract is awarded.
- **Cost:** The budget for this project has not been established. Please provide a specific breakdown of your pricing.
- **Profile:** The Committee is looking for a Supplier with experience in media research and the media industry. Please provide the following information:
 - Bio/CV/Resume, including recent research in the TV/new technology industry
 - Describe what makes your work especially valuable? (it's OK to brag a little)
 - Two examples of similar work you can share.
 - What aspects of this project would your firm outsource? If you intend to outsource, how would performance and confidentiality be handled?
 - Please provide two references for whom you have completed projects or with whom you have worked.

Organizational Profile:

The Council for Research Excellence is funded by Nielsen on behalf of its Clients. Since its founding, the Council has identified some areas that require exploration and has sought proposals from independent researchers, institutions and research companies to design, execute and report the findings of their research. The Council committee charged with addressing media consumption and engagement has authorized this request. To learn more about the Council, please see www.researchexcellence.com.

The Media Consumption and Engagement Committee (MCE) is chaired by Joseph Abruzzo, EVP and Chief Exploration Officer at Havas Media. Recent research includes a white paper on Alignment of Cross-Media Metrics in 2015, "TV Untethered" in 2013, the Study of User Experience (UX) On Multiple Video Screens and Formats in 2011 and the Video Consumer Mapping Study, reported in 2009.

The committee will review all submissions and make recommendations to the full Council for final acceptance.

Basis for Award of Contract:

The Council's evaluation will be based on the Supplier's ability to address all issues and questions in the assignment, and other factors such as research design, prior experience, pricing, completeness of proposal, and ability to meet deadlines.

The Council is seeking the highest quality methods, exemplary execution and thought-leadership. The proposal should reflect the CRE's commitment to methodological excellence.

The Council reserves the right to select and/or negotiate with one or more of those Suppliers it deems most qualified, reject any or all proposals received, and make an award in whole or in part.

Timetable:

- **Please let us know by Monday, April 13, 2015 if you are interested in submitting a proposal**
- **Proposal Submission Deadline: Monday, April 27, 2015**
- **Anticipated Award Date: after June 10, 2015**

Proposal Submission

Richard Zackon is the facilitator for the Council for Research Excellence. Submissions should be sent to rfp@researchexcellence.com.

Other terms:

- Following the date at which the Council receives the Supplier's proposal and pricing, that proposal and price shall be binding on the Supplier in all respects for a period of 90 days.

- In submitting a proposal, the Supplier understands that the Council will determine at its sole discretion which proposal, if any, is accepted. The Supplier waives any right to claim damages of any nature whatever.
- This RFP defines specific requirements only. It is not intended to be, nor should it be construed as, an offer to contract. The Council will consider each proposal, but is under no obligation to act on any proposal. All submitted proposals shall become the property of the Council.
- Each supplier agrees that they shall absorb all costs incurred in its preparation, revision, and presentation of any proposal.
- When applicable and approved, any travel and lodging will be billed at cost.
- The Council intends to share a public report of findings.

Additional information and clarifications: Please submit all questions to rfp@researchexcellence.com.

**This proposal is separate and distinct from the proposal titled:
Concurrent Platform Viewing**