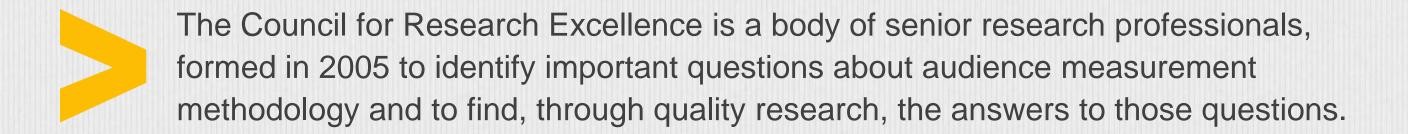


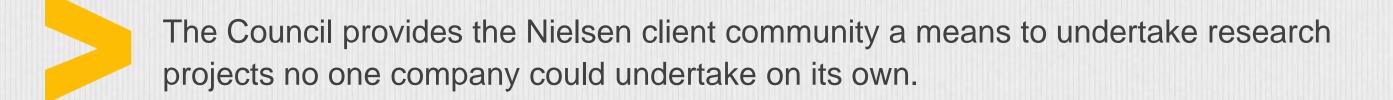


council for research excellence



ABOUT THE CRE







council for research excellence

CRE MEMBER COMPANIES



































































CURRENT CRE INITIATIVES

SOCIAL TV 2

LONGITUDINAL ETHNOGRAPHY: DEVICES AND VIEWING DYNAMICS

TECHNOLOGY ACCELERATION ETHNOGRAPHY

CROSS PLATFORM ALIGNMENT OF METRICS

BIG DATA PRIMER

MARKETING MIX MODELING

LONGIUDINAL ETHNOGRAPHY

RESEARCH ASSOCIATE

GfK



To gain a deeper understanding of interactions between devices, platforms, locations, and viewing dynamics from a cultural perspective



100

nationally representative households in

8

markets



LONGIUDINAL ETHNOGRAPHY

RESEARCH

How does the viewing of video differ by device inside and outside the connected home?

RESEARCH

How do the many dimensions of viewing variables interact?

TIMING
OCT 2013 - OCT 2015

INITIAL FINDINGS FALL 2014



ACCELERATION ETHNOGRAPHY

RESEARCH ASSOCIATE

GfK



To anticipate the effects of new media technology adoption on media consumption and the implications these may have for measurement.



50

households in the Chicago area



ACCELERATION ETHNOGRAPHY

RESEARCH QUESTION

What is motivating the selection and purchase of new viewing technologies and services?

RESEARCH QUESTION

What new viewing patterns are arising?

TIMING NOV 2013 - APR 2014

INITIAL FINDINGS
NOVEMBER 2013



EMERGING FINDINGS FROM EITHNOGRAPHY

- Consumer sophistication with devices and platforms across all household types is higher than anticipated.
- Children and teens are influencing technology purchases and content consumption.
- Content is driving decisions about tech solutions: People want to watch what they want, when they want it, how they want it.
- Decisions about new technology purchases are being influenced by the ability to stream content.
- Where, when, and how content is consumed often results from negotiation among multiple household members.



EMERGING FINDINGS FROM EITHOGRAPHY

- With more devices and platforms available, people are discovering more content through personal referrals, social media, and their own growing expectations.
- Simultaneous multi-screen use is common. We are uncovering the whys.
- Multiple viewing approaches have been observed across all household types (e.g., time-based, binging/marathoning, sampling).
- The growing accessibility of free wifi and hotspots appears to be stimulating more mobile viewing outside of the home.
- YouTube is emerging as a viewing option for programming beyond amateur videos and it is widely consumed regardless of household type or demographics.



CROSS PLATFORM ALIGNMENT OF METRICS

RESEARCH ASSOCIATE

HOROWITZ ASSOCIATES **PURPOSE**

To explicate the issues in aligning cross-platform metrics so as to guide the development of CRE's research agenda

METHODOLOGY

Research review
and one-on-one
interviews with executives
from multiple sectors
of the advertising
and media industry



CROSS PLATFORM ALIGNMENT OF METRICS

RESEARCH

How can we align metrics of media impressions across platforms?

RESEARCH

How can we align media impact across platforms?

TIMING
LAUNCHED APR 2014

WHITE PAPER SUMMER 2014



MEDIA RESEARCH ALPHABET SOUP





COMPETITION



RIVAL INTERESTS

COOPERATION



SHARED INTERESTS

COORDINATION



SHARED ACTIONS

COLLABORATION



SHARED VISION



APROPOSAL & AN OFFER

PROPOSAL

ARF Move forward with a shared calendar of major industry meetings and events and pursue its vision of a Council of Councils to facilitate industry dialogue

OFFER

Attendees at Today's event who are not Nielsen clients will be invited to webinars at which the three cross-platform study results will be shared





