

Arbitron's Single Source, Three-Screen Measurement Approach for CIMM



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Project Objectives and Scope

The objectives of the project were threefold:

- Determine the feasibility of building a scalable, single source, three-screen (TV, PC and Mobile) panel
- Measure three-screen media usage for selected programs and advertising campaigns
- Gain new insights on three-screen users and usage

Scope and timing:

- 500-person, single source panel of 3-screen users drawn from reactivated Arbitron PPM currency panel members
- Three month measurement period: November 2011 – January 2012

Single Source Implementation

**PPM for
Broadcast and
Cable TV**
Online Video
Commercials



Mobile device meter
Tracks Internet use
by browsers or apps –
Android & Blackberry
Phones


**One Panelist
Three Screens**



PC Meter
Tracks Internet
URLs

Panelist Materials

my meter & me



Get your Panelist ID and Password
If you don't already have a Panelist ID and Password, contact Panel Relations at 1-800-277-9139.

This Web site was designed just for you!

- Check your points
- See how you are doing toward your bonuses and the sweepstakes drawings
- Ask a question
- Contact us
- Share your ideas
- Get instant information
- Get tips on how to earn extra cash

You Count in the Ratings!

In accordance with the Children's Online Privacy Protection Act, this site is restricted to panelists age 13 or older.

Log In

Your Arbitron Panelist ID Number:

Forgot your ID?

Password:


Forgot your password?

Log In

© 2011 Arbitron Inc. Your Privacy Terms of Use Please contact Arbitron at 1-800-277-9139 for general questions or information needed to access this web site.

Arbitron iBoard: Make Your Internet Preferences Count!

Step 1: Take a Quick Survey

 The survey should take no more than 5 minutes.

▶ Please verify that the e-mail address below is correct. If it isn't, please enter your correct e-mail address.*

E-mail:


*E-mail is optional, but it is the fastest way to get iBoard news and Sweepstakes results.

Continue

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Arbitron iBoard: Make Your Internet Preferences Count!

Step 2: Install Arbitron iBoard Software

 iBoard software allows you to share your Internet usage with Arbitron.

- To install the software on a computer, you must be on that computer.
- To install the software on a smartphone, select the smartphone and we will send you a text message with instructions.

▶ Select a device to install iBoard software on:

☐ my laptop computer (Household Home Office HP Laptop)

☒ My Android

☐ I want to install iBoard software on a device later.

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Three-Screen Intab Panel Composition

Percent of Panelists by Demographic (Nov 2011)

Age Group

18-24	12.5
25-34	20.4
35-44	22.8
45-54	21.3
55-64	18.9
65+	4.2

Race/Ethnicity

Black	12.7
Hispanic	12.3
Other	75.0



Language Preference

Hispanic English Dominant	9.4
Hispanic Spanish Dominant	2.9
Non-Hispanic	87.7

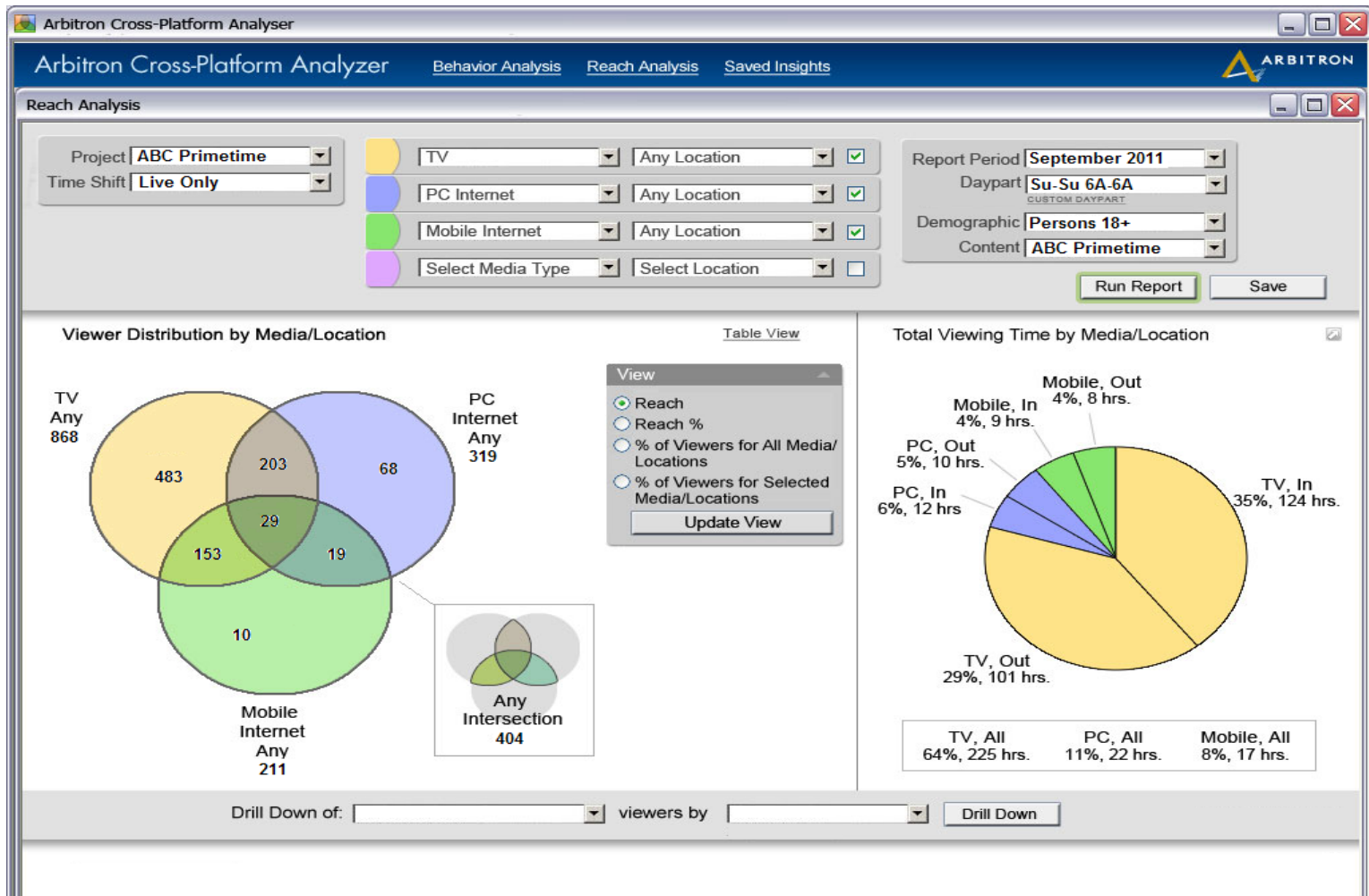
Gender

Female	49.6
Male	50.4

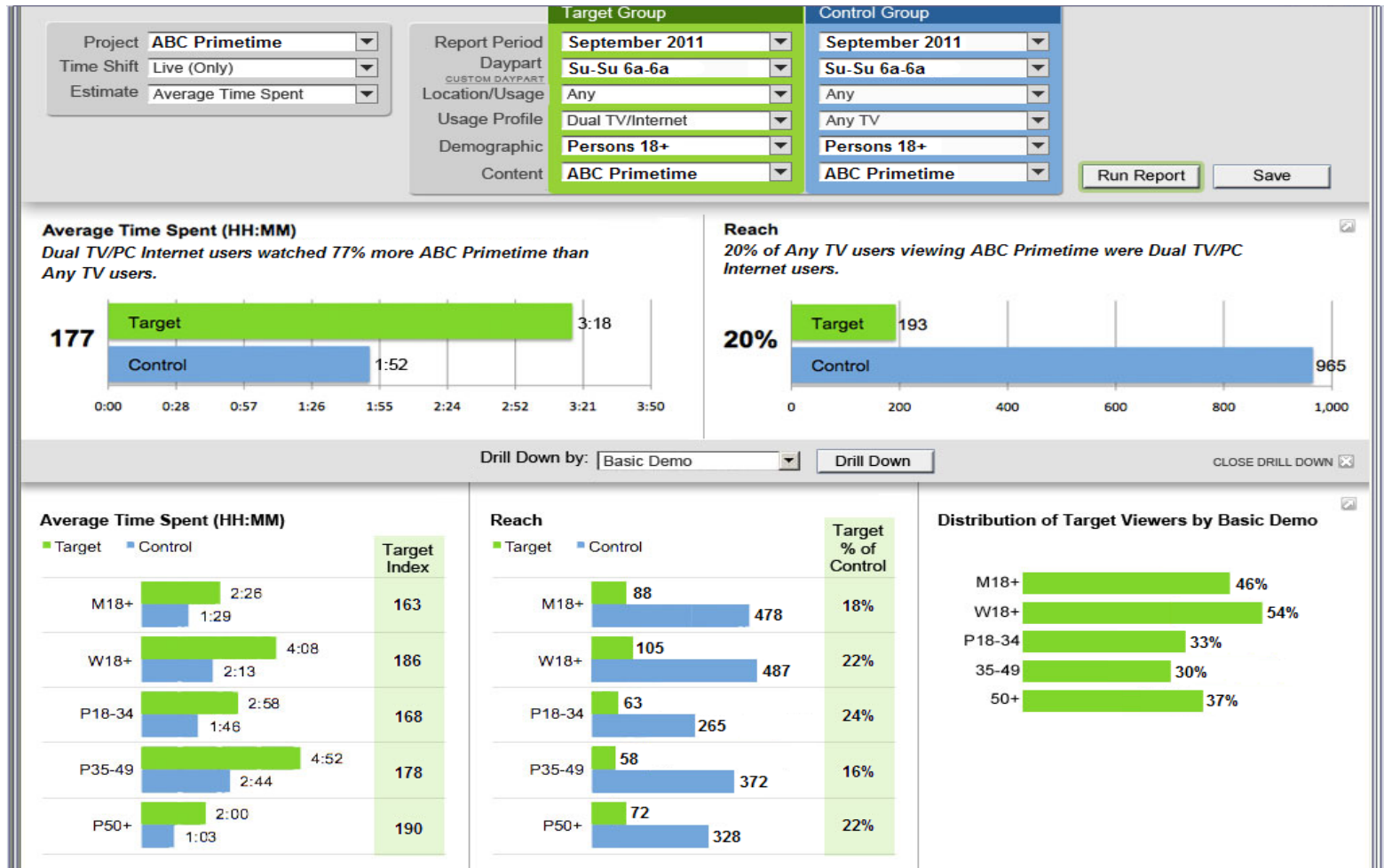
Installed Phone Type

Android	77.4
Blackberry	20.4
Blackberry and Android	2.2

Reach Analysis Sample (demonstration data)



Behavior Analysis Sample (demonstration data)



High Level Insights

- » Arbitron conducted 25 different projects for CIMM
- » Insight data which follows is from Nov 2011
- » From 2 aggregate level CIMM projects looking at exposure to participating CIMM members'* TV content, select websites or mobile apps plus online video or social media sites
 - Project 1 includes major online video sites (Hulu, Netflix, VUDU, YouTube) or associated mobile apps
 - Project 2 includes major Social Media, Search or Mail sites (Facebook, Twitter, LinkedIn, GetGlue, Myspace.com, Foursquare, Google, Yahoo, Bing, Gmail, Yahoo Mail, Hotmail, AOL e-mail) or associated mobile apps

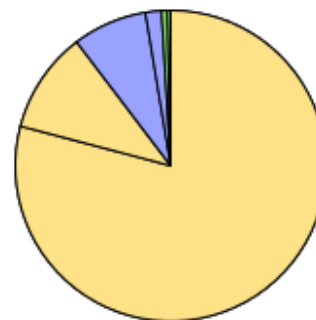
**The following networks participated: ABC, CNN, A&E, Bio Channel, Crime & Investigation, History Channel, Lifetime, CBS, Discovery Channel, Animal Planet, ID, TLC, ESPN, ESPN2, ESPN Classic, ESPN Deportes, ESPN News, FOX, FOX News, FX, FuelTV, National Geographic, Speed Channel, NBC, Various Viacom properties*

High Level Insights

» Cross-Platform Usage

- TV captured the most time spent with media
 - 90% of time spent with media was on TV
 - 9% spent on PC Internet
 - 1% of time spent was on Mobile Internet

Total Viewing Time by Media/Location



TV, In Home
79.1%, 24445 hrs

TV, Out of Home
10.6%, 3264 hrs

PC, In Home
7.7%, 2391 hrs

PC, Out of Home
1.7%, 516 hrs

Mobile, In Home
0.6%, 186 hrs

Mobile, Out of Home
0.3%, 105 hrs

TV, All
89.7%, 27708 hrs

PC, All
9.4%, 2907 hrs

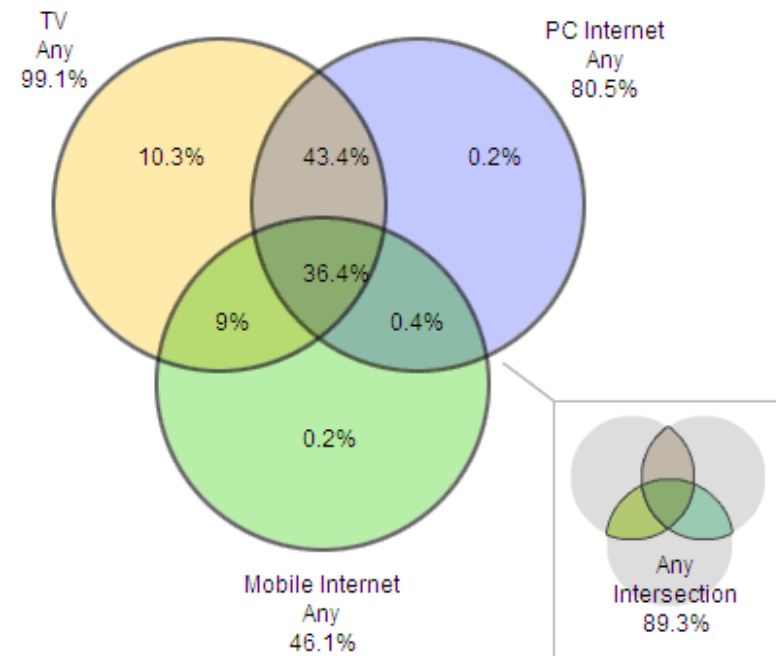
Mobile, All
0.9%, 291 hrs

High Level Insights

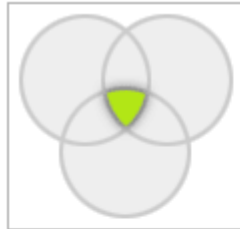
» Cross-Platform Users

- The majority of panelists (89%) were cross-platform users (used at least 2 screens)
- One-third of the panel (36%) used all 3-screens (3 screen users) to access content which was included in the CIMM project

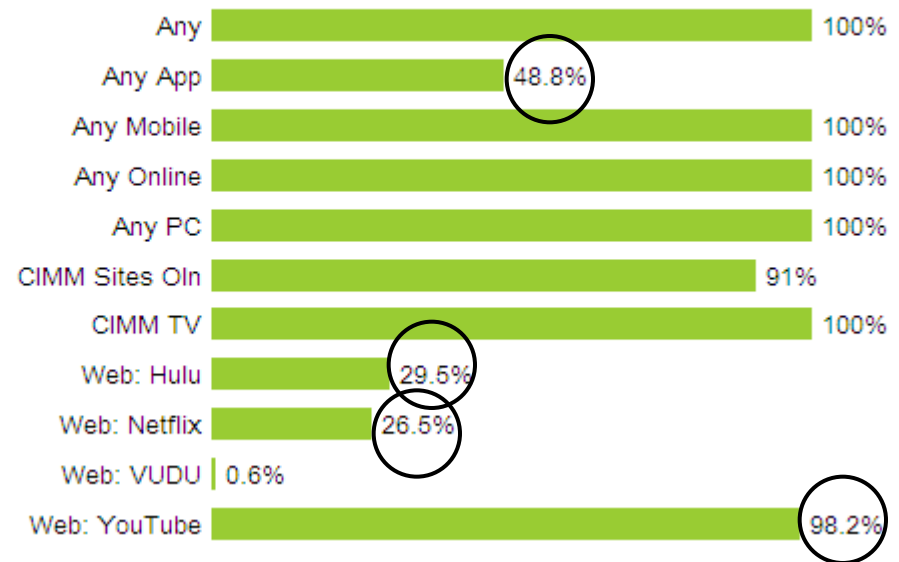
Viewer Distribution by Media/Location



High Level Insights



Distribution of TV Any and PC Internet Any and Mobile Internet Any Only Viewers by Content



» 3-screen Usage

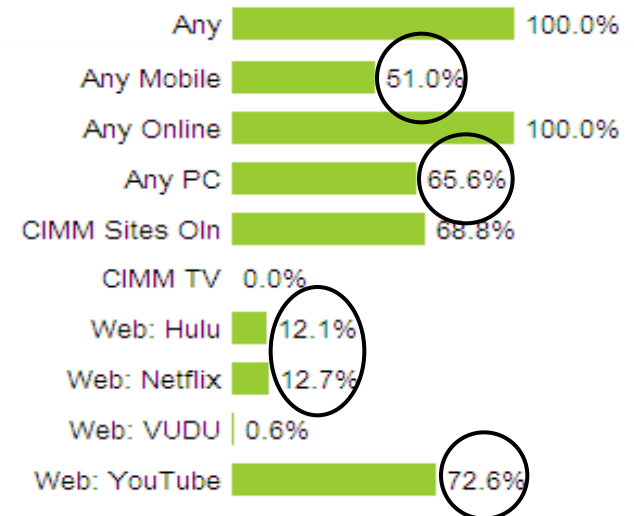
- The majority of users who viewed content on all 3 screens (3-screen users) fell into the A35-49 age group and skewed more Male than TV-only users
- Nearly all 3-screen users (98%) viewed YouTube; 27% viewed Netflix; 30% viewed Hulu
- Almost half (49%) of 3-screen users used at least 1 of the Mobile Apps included in the CIMM project

High Level Insights

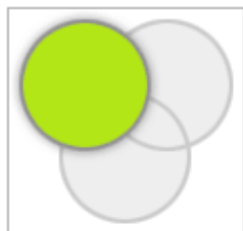
» “At-work” Usage = Registered PC as work or dual-use and location is OOH

- 34% of users access “CIMM member companies’ content while “at-work”
 - 66% used PC Internet content at-work
 - 51% used Mobile Internet content at-work
 - 73% of at-work users viewed YouTube
 - 13% of at-work users viewed Netflix
 - 12% viewed Hulu, spending an average of 42 minutes on the site

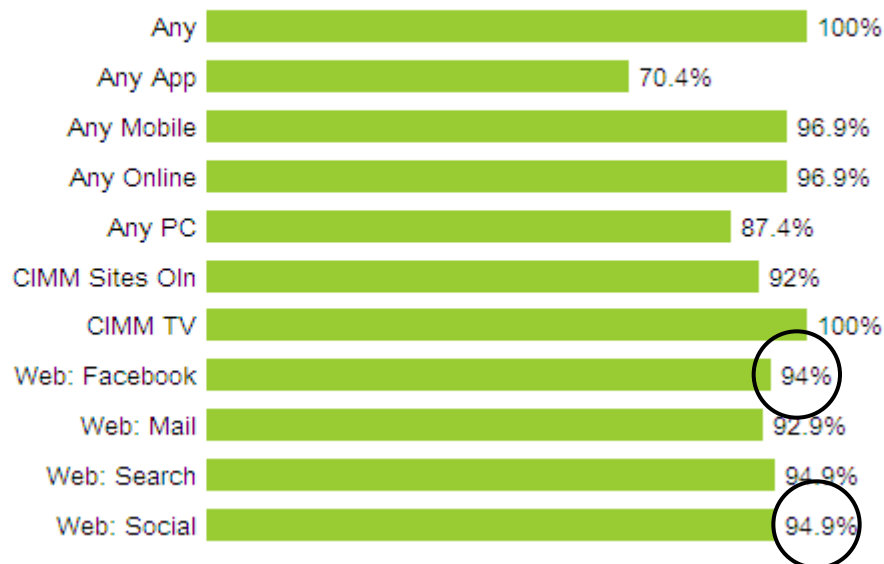
Distribution of Target viewers by Content



High Level Insights



Distribution of Any TV Any Viewers by Content



» Social Media Usage

- 9-of-10 users or (94%) who viewed CIMM Media Company Member's TV content also visited Facebook
- 95% of users who viewed CIMM Media Company Member's TV content visited *OTHER* popular social media sites (Twitter, LinkedIn, GetGlue, Myspace.com, Foursquare)

Acknowledgments and Lessons Learned

Cross-Platform Panels

- » High quality, single source cross-platform panels provide critical linkages for scalable solutions
 - Alternatives to linking single source, 3-screen foundational data to other data sources in order to gain scale must be considered

- » Single source, three-screen panel recruitment and empanelment techniques will continue to be refined and improved
 - Incentive structure, monitoring of operating upgrades on phones, clarity of panelist instructions

- » Measurement of Apple products is essential for representing cross-platform usage
 - Plans are in the works for adding measurement of Mac Computers, iPhones & iPads

Acknowledgments and Lessons Learned

Cross-Platform Data

- » Syndicated approaches to cross-platform reporting will require industry consideration to ensure appropriate comparisons are being made across media
 - Standards will be necessary

- » The definition of a “three-screen user” will need to be continuously evaluated based on ever changing consumer habits
 - Does a person have to access all three screens each day to be a three screen user?
 - Should tablets be considered the fourth screen?

- » Intuitive software and analysis resources are critical for mining data and gleaning actionable insights
 - Internal or external resources must be identified for working with this new dataset

