

REINVENTING TV DIARY MEASUREMENT: *UPDATE ON CIMM-NIELSEN INNOVATION COMMITTEE*

Ceril Shagrin, EVP, Audience Measurement Innovation & Analytics,
Univision Communications Inc.

&

Michael Link, SVP, Measurement Science, Nielsen



LOCAL MARKET TELEVISION MEASUREMENT

Nielsen Measurement Methodology

- Local People Meter Samples
 - ✓ Metered measurement of sets and persons
- Meter Diary measurement
 - ✓ Meter measures what is tuned
 - ✓ Diary provides who is viewing
- Diary only markets
 - ✓ What is tuned and who is viewing collected in weekly diary



NEED ALTERNATIVE FOR DIARY ONLY MARKETS

- Increased choices adds to difficulty in accurately keeping a diary for each set
- Most difficult to get cooperation and accurate information from young persons – under 50
- Response rates continue to decline
- Sample representation is declining
- Metered measurement too costly for stations in smaller markets



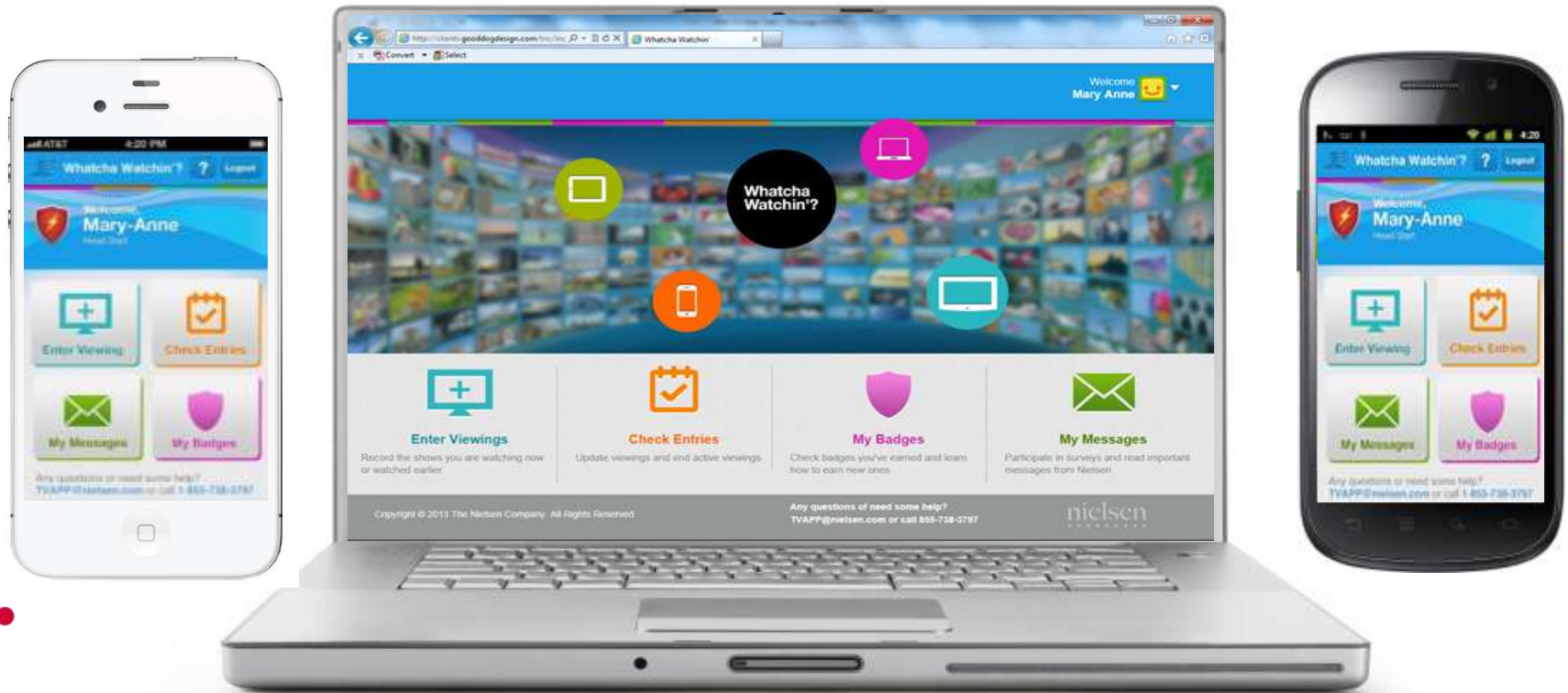
NIELSEN TESTING POSSIBLE SOLUTION

- Mobile / Online Application approach to replace paper diaries
- Working with CIMM to test concept, with collaborative input on:
 - Goals
 - Design
 - Analysis
 - Follow-up Study



MOBILE/ONLINE mTAM INITIATIVE

Whatcha Watchin'?



SOLUTION MUST BE MULTI-PORTAL

Philosophy: Fit the Measurement Tools to the Respondent's Lifestyle



WW 3.0 iOS APP: HOME SCREEN

Profile

Edit your personal information. Add a new TV or household member if you forgot.

Enter Viewing

Enter all viewing information including in/out of home, across screens, DVR, etc.

My Message

Check messages from Nielsen, learn tips about how to enter viewing, and take trigger surveys.



Logout

Logout of account for security purposes

?

Learn how to use the app. This will display tutorials and other helpful information.

Check Entries

Check the log of all viewing entries either self-reported or tagged by others. Edit previous entries or indicate when there is no TV viewing by date.

My Badges

Earn badges for learning about the app, taking surveys, complying with reporting TV viewing consistently.

WW 3.0 PILOT – OVERVIEW

- **2 DMAs:** Birmingham (Diary) & Dallas (LPM)
- **Measurement Period:** 5/9/13 – 5/22/13
- **Measurement Tool:** iOS/Android (smartphone/tablet) & Web app (online access via desktop/laptop)
- **Target “InTab” HHs:** 400 total HHs (200 HHs per DMA)



Scope

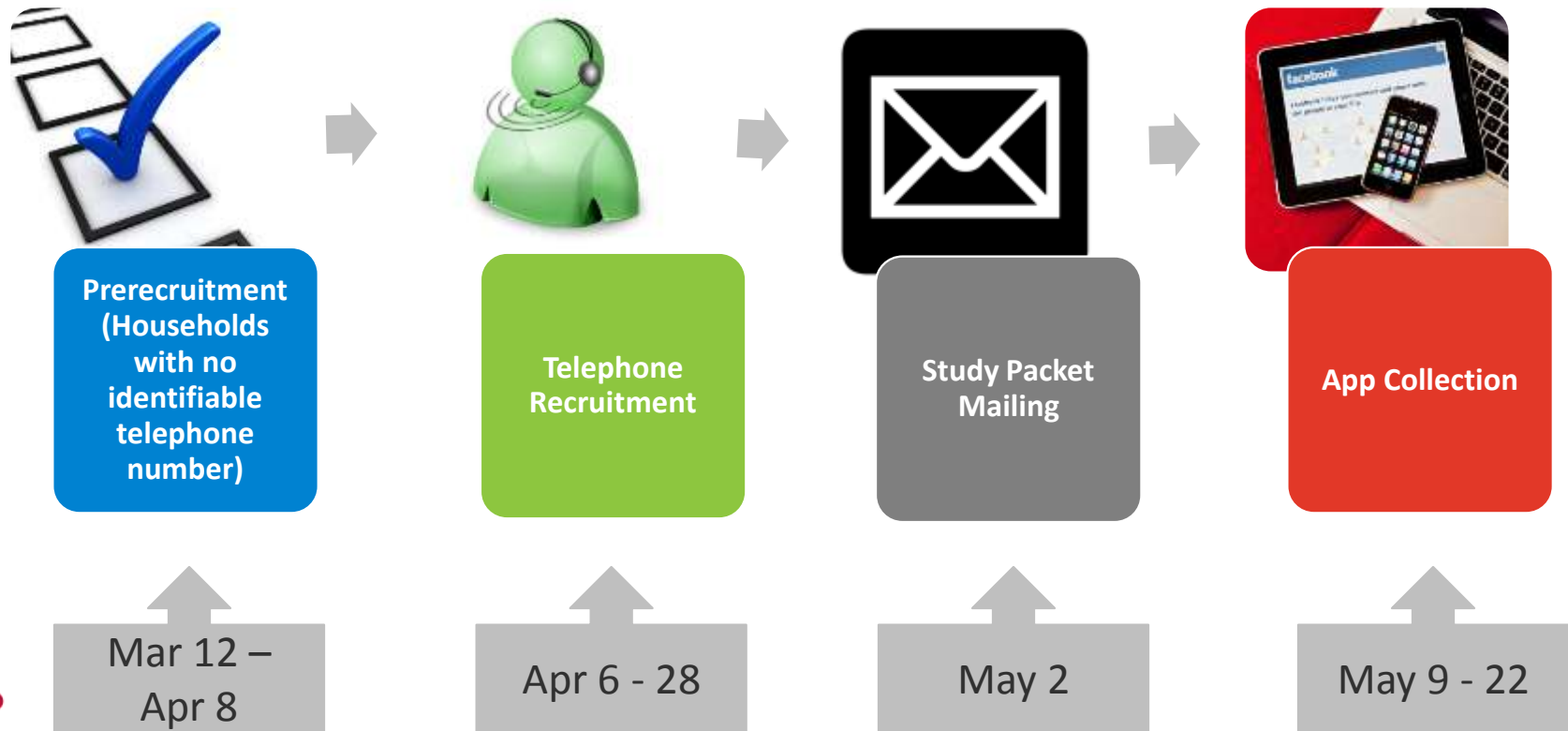
- ABS coverage
- Household level collection
- Cross-platform instruments
- English & Spanish version
- Dynamic e-incentive
- Data validation
- Added Values: OOH viewing, multi-screen video consumption, trigger surveys, etc.



Benefits

Use mobile/Web app to replace paper diary for targeted demos and/or supplement viewing for modeling of code reader or set meter

WW 3.0 PILOT – RESEARCH PROCESS



IMPORTANCE OF CIMM-NIELSEN COLLABORATION

- **Sum greater than individual parts:** Unique combination of extensive expertise & diverse perspectives
- **Plowing the field together:** Collaboration on all elements of the study, from design to implementation to analysis
- **Addressing industry critical issues:** Furthering our learning in media measurement innovation



Contact:

Michael Link, Ph.D.

Michael.Link@Nielsen.com

twitter 

@MLink01

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™