CROSS PLATFORM UPDATE
April 24, 2014
The Council for Research Excellence is a body of senior research professionals, formed in 2005 to identify important questions about audience measurement methodology and to find, through quality research, the answers to those questions.

The Council provides the Nielsen client community a means to undertake research projects no one company could undertake on its own.
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
LONGITUDINAL ETHNOGRAPHY

RESEARCH ASSOCIATE
GfK

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

METHODOLOGY
100 nationally representative households in 8 markets
LONGITUDINAL ETHNOGRAPHY

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

RESEARCH QUESTION
How do the many dimensions of viewing variables interact?

TIMING
OCT 2013 - OCT 2015

INITIAL FINDINGS
FALL 2014
ACCELERATION
ETHNOGRAPHY

RESEARCH ASSOCIATE
GfK

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

METHODOLOGY
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 ETHNOGRAPHY

1. Consumer sophistication with devices and platforms across all household types is higher than anticipated.

2. Children and teens are influencing technology purchases and content consumption.

3. Content is driving decisions about tech solutions: People want to watch what they want, when they want it, how they want it.

4. Decisions about new technology purchases are being influenced by the ability to stream content.

5. Where, when, and how content is consumed often results from negotiation among multiple household members.
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 QUESTION
How can we align metrics of media impressions across platforms?

RESEARCH QUESTION
How can we align media impact across platforms?

TIMING
LAUNCHED APR 2014
WHITE PAPER
SUMMER 2014
MEDIA RESEARCH
ALPHABET SOUP

FROM
COMPETITION

TO
COOPERATION
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
THANK YOU