

Commercial Ratings: Quality Considerations

ANA Commercial Ratings Summit January 22, 2013

Agenda

- MRC Background
- Value of our Process Example
- Quality Attributes
- Status of MRC Audits/Accreditation
 - Today's Participants

Background

- Formed in 1963 at the behest of U.S. Congress
 - Industry NFP Association; Industry Self-Regulation
 - Members: All Industry Stakeholder Groups, Not Syndicated Measurers
- Mission:
 - Promote the use of Valid, Reliable and Effective Research
 - Set Standards
 - Conduct Audits to Verify Compliance

MRC Member Representation

Media Organizations

- Broadcasters Radio and TV Stations and Networks
- Cable MSOs and Networks
- Internet
- Print Organizations
- Out-Of-Home Media
- Advertising Agencies
- Advertisers
- Trade Associations
 - Voting 4A's, ANA, CAB, CIM (Mexico), DPAA, IAB, MMA, MPA, NAA, NAB, NABOB, NJBA, OPA, RAB, TVB
 - Liaison (non-voting) ARF

Syndicated Measurement Services Cannot be Members

MRC Member Organizations

4A's

A&E Television ABC Networks

ABC Owned TV Stations

Allbritton

AMC Networks

American Urban Radio Network

ANA

Anheuser-Busch

AOL

Apple

Association of Magazine Media (MPA)

Atlac

Atlas

AT&T Mobility
Azteca America

Barrington Broadcasting BBC Worldwide Americas

Belo Corporation

Big Shoes Productions

Bonnier Brightroll

Cable Advertising Bureau

Carat USA

CBS Corporation CBS Interactive

CBS Radio

CBS Television Stations

CIM - Mexico
Clear Channel
Comcast Networks
Comcast Spotlight

Condé Nast Cox Media Cox Reps

CW Television Network

Dial Global

Discovery

Discovery Latin America

Disney

Dispatch Printing

DPAA

DRAFTFCB

Emmis Broadcasting

ESPN ESPN Digital E.W. Scripps Facebook

Fisher Communications

Forbes
FOX Broadcasting
Fox International
FOX News

FOX Sports FOX Television Stations

Galavision Cable Networks Gannett Broadcasting

Google - DoubleClick

GSN

Hearst Television Hearst Publications Horizon Media

Hubbard Broadcasting

Hulu

Initiative Media

Inner City Broadcasting
Interactive Advertising Bureau

LAMAC LIN Media

Lincoln Financial Media

LocalTV MAGNA Global

Martha Stewart Living Omnimedia

Media General

MediaCom

Mediaedge:cia MediaVest Meredith Corp.

Meredith Broadcasting

Microsoft MindShare MMA

MSNBC NAB Radio

NAB Television

National CineMedia

National Public Radio NBC Cable NBC Networks NBC Stations NCC Media

New Jersey Broadcasters Assn.

New York Times

Newspaper Assn. of America

Ole' Networks

OMD
OPA
Optimedia
Pandora
PARADE
PBS
Pfizer
PHD USA

PHD USA Post Newsweek

Premiere Radio Press Communications

Procter & Gamble Radio Advertising Bureau

Radio One

Radio Research Consortium Rainbow Advertising Sales

Co.

Raycom Media

Saga Communication Scripps Networks

Sony Pictures Television

Starcom TargetCast

Telefutura Network

Telemundo Televisa

Television Advertising Bureau

Time Warner
Time Warner Cable
Tribune Broadcasting

Turner Broadcasting
Turner Broadcasting Latin

America
TV Azteca

Unilever
United Stations
Universal McCann

Univision Univision Online Univision Radio USA Weekend

Vevo

Viacom Media Networks Wall Street Journal

WAPA TV/Televicentro of P.R.

The Weather Channel Verizon Wireless

Yahoo! YuMe Zenith Media

MRC-Audited Products – U.S.

Accredited

- ACT1 Radio TPP
- Arbitron
 - Local Diary Service, Max, County Coverage, CSAR
 - PPM Atlanta, Baltimore, Cincinnati, Houston, Kansas City, Los Angeles, Milwaukee, Minneapolis, Philadelphia, Phoenix, Riverside, San Antonio, St. Louis, Tampa
- Internet Audits
 - ComScore Direct, comScore vCE (Validation Component Only)
 - Nielsen Online Campaign Ratings
 - Omniture Adobe Compliant Traffic Report
 - Visible Measures
 - Ad-Serving: Cox Digital Solutions, AdTech, CBSi, Univision, Yahoo!, Disney, Atlas, DoubleClick (DFP, DFA), FreeWheel, GLAM Media, Google, LiveRail,Turner, AOL, MSN, 24/7, Markit on Demand, MediaMind, RealVu, Vindico, PointRoll, Auditude, Videology, Telemetry, Adap.tv, Innovid
 - Clicks: Google, Yahoo!, MS adCenter, MS Media Console, Cox Digital Solutions
- KMR MARS
- Mediamark Research National Syndicated Study
- Media Monitors Radio Spot Service
- Nielsen Media Research
 - National NPM, Average Commercial Ratings MIT, NPower
 - Local Set Meter Services, LPM Markets, Puerto Rico LPM
- Scarborough
- Simmons National Consumer Study
- Triton Digital Streaming (Ando Media)

In-Process

- Internet Audits
 - Google AdPlanner,Google DART Mobile, Digital Envoy, Quova, AdSafe, Vizu, Apple iAd, Spider.io
- Arbitron PPMs
 - Austin, Charlotte, Chicago, Cleveland, Columbus, Dallas, Denver, Detroit, Greensboro, Hartford, Indianapolis, Jacksonville, Las Vegas, Memphis, Miami, New York, Nashville, Norfolk, Orlando, Pittsburgh, Portland OR, Providence, Raleigh, Sacramento, Salt Lake City, San Diego, San Francisco, San Jose, Seattle, Washington DC, West Palm Beach
- comScore
 - Media Metrix, Video Metrix
 - vCE (Audience Component)
- Double Verify
- Mendelsohn Affluent Study
- NEC Display
- Nielsen Local TV Diary Service, STB Data
- Nielsen NetView, NetView Hybrid
- Rentrak TV Essentials & StationView Essentials
- SQAD TV Costs

Other – Ancillary Data

Claritas, Sample Frame Vendors

An Example of MRC Value

Nielsen Average Commercial Minute Ratings (Discussed with permission)

- Audited by MRC Post Introduction (pre-audits 2007, audit completed in March 2008); Not Accredited at that Time
- Included Nielsen and Monitor Plus Components
- Differential Effectiveness Identified
 - Broadcast vs. Cable
- Nielsen Invested to Correct Situation
 - Server Farm
 - Program Logs
 - Process
- Corrected and Thereafter Accredited (June 2010)

A Few Quality Attributes to Seek

- Transparent, Published Methodology
- Able to Calculate and Report Standard Errors or Otherwise Qualify Appropriate Projection of Measurements (None of these measures will be "census")
- Data Tabulation/Qualification Rules
 - Acceptance Criteria (3rd Party Sources)
 - Sound Capture of Data -- Technical
 - Consistently Applied Qualification Tabulation Rules
 - Knowledge and Disclosure of Source Issues
 - Follow "Data Accumulation Guidelines"

A Few Quality Attributes to Seek

- Commercial Asset Identification (e.g., Ad-ID)
- Internally Validated, Disclosed Data Adjustment Processes
 - Weighting, Ascription, etc.
- Error Correction Policies and Disclosure Processes
- Appropriate Reporting-Tool Controls
 - Transparent Calculation Methods
 - Bases Disclosed
 - Identification of Suspect Estimates
- MRC Audited to Validate Compliance

Important:

Consider the source

- A Source from "Big Data" doesn't necessarily mean representative data or valid conclusions
 - Perhaps the data only projects to itself
- A sample-based source can have issues too Variability, Frame, etc.

These are very real issues for Commercial Ratings

The best data are known, qualified, properly interpreted and fit for purpose

Who is Participating w/ MRC

- Nielsen (National)
 - ACM Tools Audited/Accredited
 - N-Power Audited/Accredited
- Rentrak (National)
 - Recently Initiated Audit of Certain Reports from TV Essentials; Not Commercial Minute Reports
- TRA
 - Stated Intentions; No Activity Yet

MRC Contact Information

420 Lexington Avenue, Suite 343 New York, NY 10170 Telephone: 212-972-0300

George Ivie — <u>givie@mediaratingcouncil.org</u>
Anthony Torrieri — <u>atorrieri@mediaratingcouncil.org</u>
David Gunzerath — <u>dgunzerath@mediaratingcouncil.org</u>
Rachel Morris— <u>rmorris@mediaratingcouncil.org</u>