

An abstract graphic on the left side of the slide features a vertical black bar on the far left. From this bar, a series of thin, curved lines in various colors (red, blue, green, purple, yellow) extend outwards, forming a spherical shape. Small colored dots are placed at various points along these lines, and some lines connect these dots, creating a network-like structure. The overall effect is that of a complex, multi-dimensional data visualization or a stylized globe.

MOVING FROM A HOUSEHOLD-LEVEL SET-BASED DIARY TO A PERSONAL LEVEL MULTI-SOURCE TV DIARY

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Nielsen
July 12, 2016

AGENDA

- Overview of the TV Diary Service
- The Set-Based Diary
- Dual Media Diary Study
- Redesigned Person Level TV Diary
- Results of Testing
- Where Do We Go From Here?



TV DIARY SERVICE

NIELSEN TV DIARY SERVICE

- Conducted in ~150 TV DMAs across the country
- Four TV sweeps periods each year—each four weeks long
 - February, May, July and November
- ABS sample frame—attempt to match a telephone number, if possible
- Multi-stage methodology
 - Matched: Call to receive permission to send diaries and send TV diaries to household
 - Unmatched: Mail screener to gather telephone number, call to receive permission to send diaries and send TV diaries to household
- Set-based Diary
 - Up to five diaries are mailed to a household—based on the number of telephone sets
 - Households without a TV are ineligible
 - TV viewing for persons 2+ is recorded in the diary for the TV they were watching
 - Viewing from household guests can also be included
- Diary is one week (7 days for non-DVR households, 8 days for DVR households)

THE DIARY PACKAGE

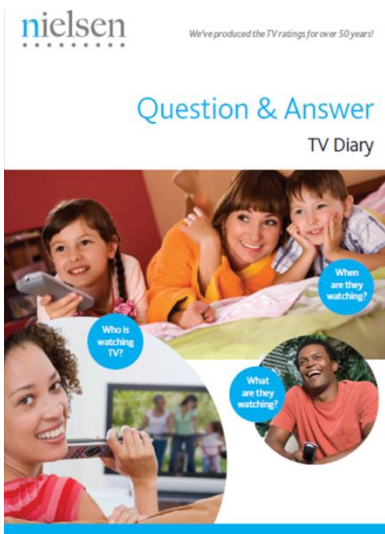
Mailing Envelope



OR



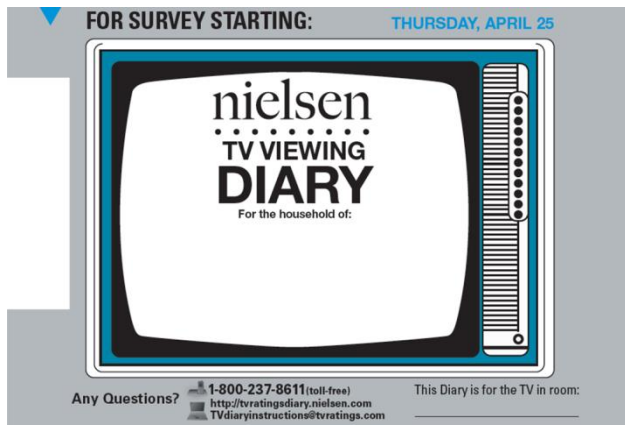
FAQ Brochure

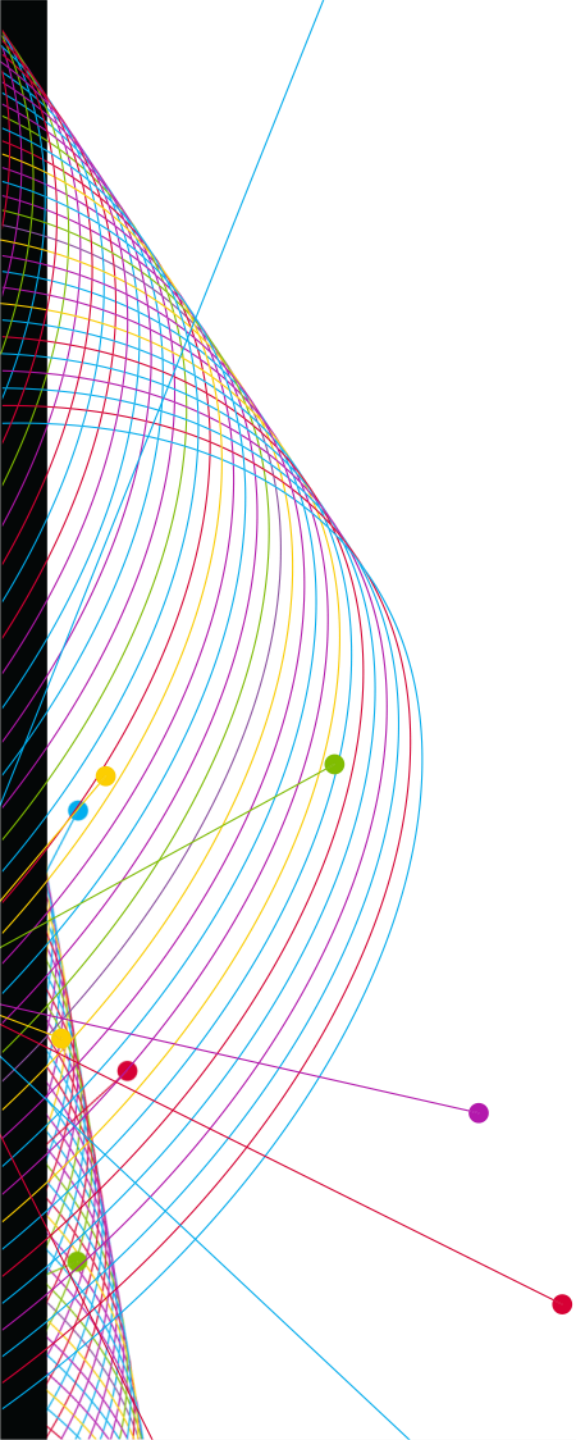


Letter



TV Diary





THE SET-BASED TV DIARY

DIARY DAY PAGE

5 ☀️ THURSDAY MORNING

	Current		Station or Channel Name	Chan. No.	Telecast		Name of Program or Movie	1	2	3	4	5	6	7	8
	Hour	Minute			Date	Time									
01	5 AM	:00-14					M	F							
02		:15-29					A	E							
03		:30-44					L	M							
04		:45-59					E	A							
05	6 AM	:00-14						L							
06		:15-29				M	H	E							
07		:30-44					E								
08		:45-59				O	A	H							
09	7 AM	:00-14					D	E							
10		:15-29				R		A							
11		:30-44					O	D							
12		:45-59				N	F								
13	8 AM	:00-14						O							
14		:15-29					H	F							
15		:30-44					O								
16		:45-59					U	H							
17	9 AM	:00-14					S	O							
18		:15-29					E	U							
19		:30-44						S							
20		:45-59						E							
21	10 AM	:00-14													
22		:15-29													
23		:30-44													
24		:45-59													

INSTRUCTION PAGE-PART 2

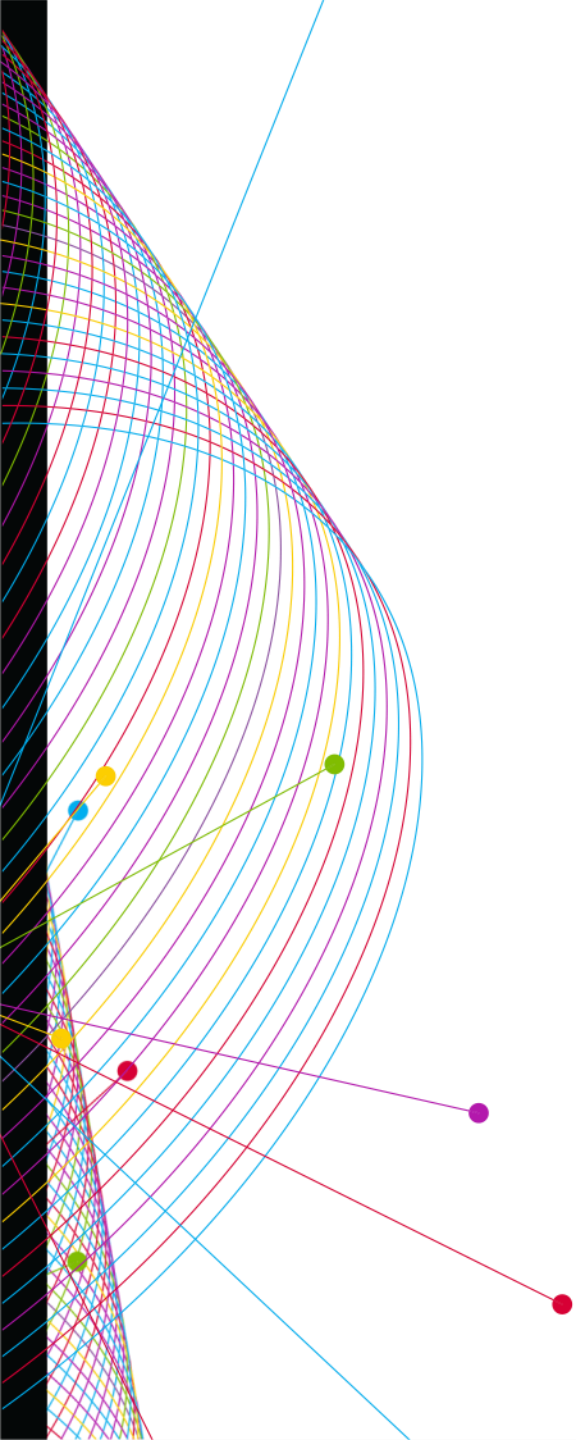
AUDIENCE

Current Hour	Minute	Station or Channel Name	Chan. No.	Telecast		Name of Program or Movie	George	Jane	Tom	Maria	Visitor						
				Date	Time		1	2	3	4	5	6	7	8			
5	:00-14	KZZZ	82			News Highlights	X	X			X						
	:15-29																
	:30-44																
	:45-59																
6	:00-14	WLAF	156	7/14	2am	Comedy Hour											
	:15-29																
	:30-44																
	:45-59																
7	:00-14	WAAA	121			Children's Spotlight			X		X						
	:15-29																
	:30-44																
	:45-59														X		

VCR: Please see the back of the diary for instructions when using a VCR. THANK YOU!

Please turn the page to begin keeping the diary.

12/13/12 9:28 AM



DUAL MEDIA DIARY TEST

DUAL MEDIA DIARY TEST

- Goal: Determine if respondent would be willing to complete diaries for more than one media type
- Purpose: Reduce overall recruitment costs, single-source measurement across media types
- Approach: Households complete two media diaries approximately one month apart. Test of diary order: ½ Radio then TV, ½ TV then Radio
- Methodology: Used a household flooding approach where we recruited all persons aged 12+ to complete personal diaries. Recruited the household to complete the first diary and then just sent the second set of diaries to households. For the TV Diary, used a design very similar to Radio.
- Timing: Test conducted from October-December 2015


An abstract graphic on the left side of the slide. It features a vertical black bar on the far left. From this bar, a series of thin, curved lines in various colors (blue, green, yellow, red, purple) fan out towards the right. Several of these lines terminate in small, solid-colored dots. The overall effect is that of a complex, multi-colored web or network structure.

RE-DESIGNED PERSON-LEVEL TV DIARY

SET-BASED VS. PERSON LEVEL DIARY METHODOLOGY

	SET-BASED	PERSON-LEVEL
How Assigned	One Diary per TV Set (up to 5 per household)	One Diary per Person (up to 9 per household)
Ages Surveyed	Each person 2+ in household	Each person 12+ in household
Visitors Measured?	Yes, included in the diary for the TV they watched	No, just household members
Types of Viewing Included	Broadcast, Cable	Broadcast, Cable, Streaming Services (Netflix, Hulu, Amazon, etc.)
TV Viewing Via Computer/ Mobile Device Included	No, only viewing on a TV set included	Yes
Out-of-Home Viewing Included	No, only viewing on that specific TV included	Yes
Recording of Viewing Times	Grid has pre-printed times—15 minute increments	Grid is open-ended with day parts on left. Respondent enters start and stop time
Non-Viewing Days	Instructions tell respondent to write no-viewing across grid	Box at the bottom of the page

REVISED DIARY DAY PAGE



Your
Television
Ratings
Diary

for the week of
Thursday
August 6, 2015
through
Thursday
August 13, 2015

THURSDAY										
	Start Time	Stop Time	Name of Program or Movie	Channel, Station, or Streaming Service	Viewing Type			DVR Only		<input type="checkbox"/> Out of Home
					<input type="checkbox"/> Live TV	<input type="checkbox"/> DVR TV	<input type="checkbox"/> All Other	Date Recorded	Recording Start Time	
Morning (from 5AM)	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
Afternoon	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
Night (to 5AM Friday)	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>
	:	:						MM/DD	:	<input type="checkbox"/>

If you didn't watch any programs today, please mark here.

REVISED INSTRUCTIONS PAGE

When you watch TV, write down:

Time

Write the time you start watching and the time you stop.

Program

Please write in the name of any program being watched or listened to for 5 minutes or more.

Channel

Please write in the channel number and/or station name to which the TV set is tuned. If streaming a TV program, please write down the service you are using.

Viewing Type

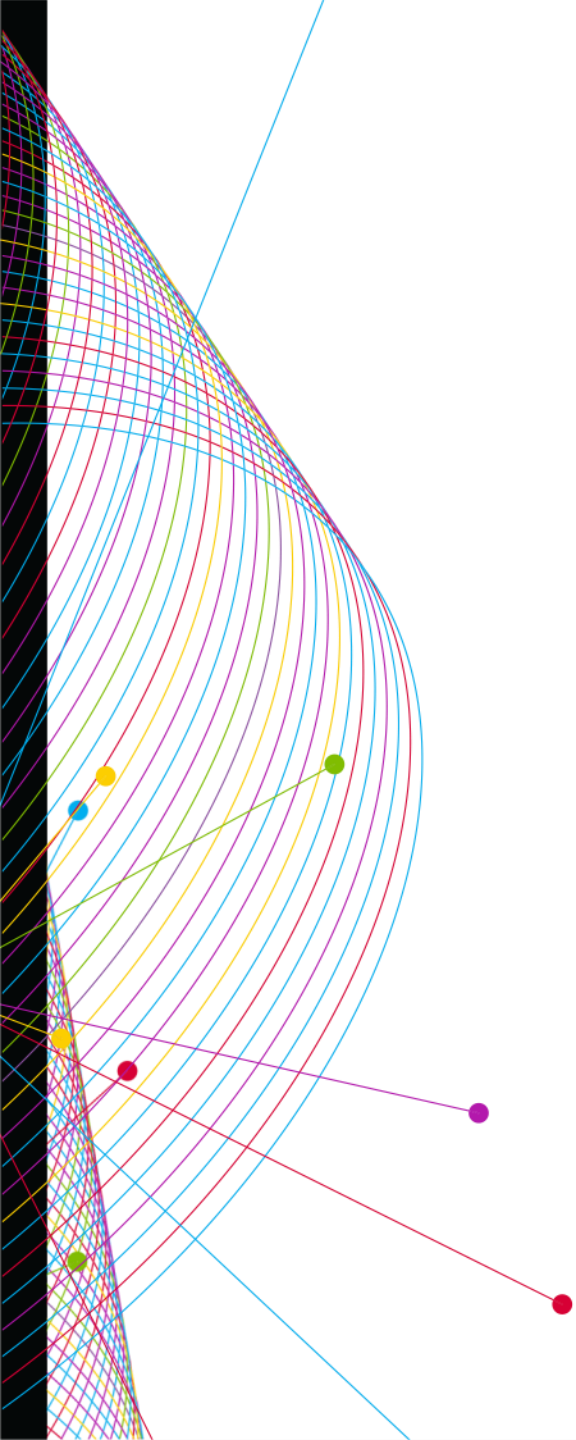
Please check a box to indicate how you watched a show.

- Live TV viewing includes watching a program at the same time it airs.
- For DVR/TV, please write in the original date and time you recorded the TV show.
- All Other viewing includes internet video streaming or video-on-demand.

THURSDAY										
	Start Time	Stop Time	Name of Program or Movie	Channel, Station, or Streaming Service	Viewing Type			DVR Only		<input type="checkbox"/> Out of Home
					<input type="checkbox"/> Live TV	<input type="checkbox"/> DVR TV	<input type="checkbox"/> All Other	Date Recorded	Recording Start Time	
Morning (from 5AM)	6:30	7:00	Wake Up News	WAAA	<input checked="" type="checkbox"/>			MM/DD	:	PM
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
Afternoon	11:30	12:30	Silly Comedy Hour	FilmFlix			<input checked="" type="checkbox"/>	MM/DD	:	PM
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
Night (to 5AM Friday)	5:30	6:00	Exploring Cave	WZZZ		<input checked="" type="checkbox"/>		07/07	9:00	<input checked="" type="checkbox"/>
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
	:	:						MM/DD	:	PM
<p>If you didn't watch any programs today, please mark <input checked="" type="checkbox"/> here.</p>										

No watching?
If you haven't watched a program all day, mark the box at the bottom of the page.

Out of Home?
Please mark if watching took place outside of your home.



RESULTS OF TESTING

FRIENDS AND FAMILY PRE-TEST

- 28 friends, family and clients kept the person-level TV diary for three days and then completed a short web survey about their experience
- Goal of test was to identify any major issues with the diary usability
- Participants were generally positive about the new design
 - The instructions were easy to understand
 - It was easy to record viewing
 - The survey took about the amount of time they expected to complete
- There were relatively few issues reported by users
 - No example of how to record “On Demand” viewing
 - Not enough space to record the name of the program viewed

RESULTS OF DUAL MEDIA DIARY TEST

		RADIO FIRST		TV FIRST	
		RADIO	TV	TV	RADIO
MATCHED	CONSENT RATE	26.2% (n=1246)	26.2% (1246)	28.5% (1223)	28.5% (1223)
	RETURN RATE	68.0% ^f (741)	47.0% ^f (741)	56.4% ^f (819)	40.2% ^f (819)
	RESPONSE RATE	17.8% ^{bd} (2841)	12.3% ^{ac} (2841)	16.1% ^{bd} (2874)	11.5% ^{ac} (2874)
UNMATCHED	SCREENER RATE	23.1% (3070)	23.1% (3070)	23.1% (3070)	23.1% (3070)
	RETURN RATE	63.2% ^f (1508)	48.2% ^{ad} (1508)	48.8% ^{ad} (1626)	42.5% ^f (1626)
	RESPONSE RATE	14.6% ^f (7429)	11.1% ^{ad} (7429)	11.3% ^{ad} (7429)	9.8% ^f (7429)
UNIFIED	UNIFIED RATE	15.7%^f (4316)	11.5%^{ac} (4316)	13.1%^f (4293)	10.3%^{ac} (4293)

Significant ($p < .05$) vs: ^a Radio (Radio 1st), ^b TV (Radio 1st), ^c TV (TV 1st), ^d Radio (TV 1st), ^f all other waves

73% retained

79% retained

TV AVERAGE QUARTER HOURS BY AGE AND MARKET

How does audience for TV 1st compare to TV 2nd? How does audience compare to TV currency?

TOTAL WEEK (6A-6A)	TEST DATA (PERSON LEVEL DIARY)		TV CURRENCY (SET BASED DIARY)	
	TV 1ST	TV 2ND	TV 1ST COMP (NOV 5-NOV 11)	TV 2ND COMP (NOV 19-NOV 25)
BAKERSFIELD				
PERSONS 18+	98.1 (696)	100.1 (604)	88.1 (232)	96.2 (202)
PERSONS 18-49	71.3 (357)	68.8 (331)	56.9 (130)	70.2 (111)
PERSONS 25-54	78.9 (347)	77.9 (318)	58.3 (121)	82.0 (111)
CHARLOTTESVILLE				
PERSONS 18+	71.1 (427)	74.3 (351)	89.4 (174)	80.2 (172)
PERSONS 18-49	51.4 (249)	51.0 (201)	50.8 (69)	44.6 (64)
PERSONS 25-54	55.8 (231)	57.7 (215)	62.0 (79)	58.7 (68)

Sample size is provided in parenthesis

Statistical testing is TBD—will be included in final report

TV AVERAGE QUARTER HOURS WITH SET BASED RULES

How does the test person diary compare to currency set diary if we apply rules used for the set-based diary (i.e. no non-set homes, no out of home viewing, no Internet viewing)

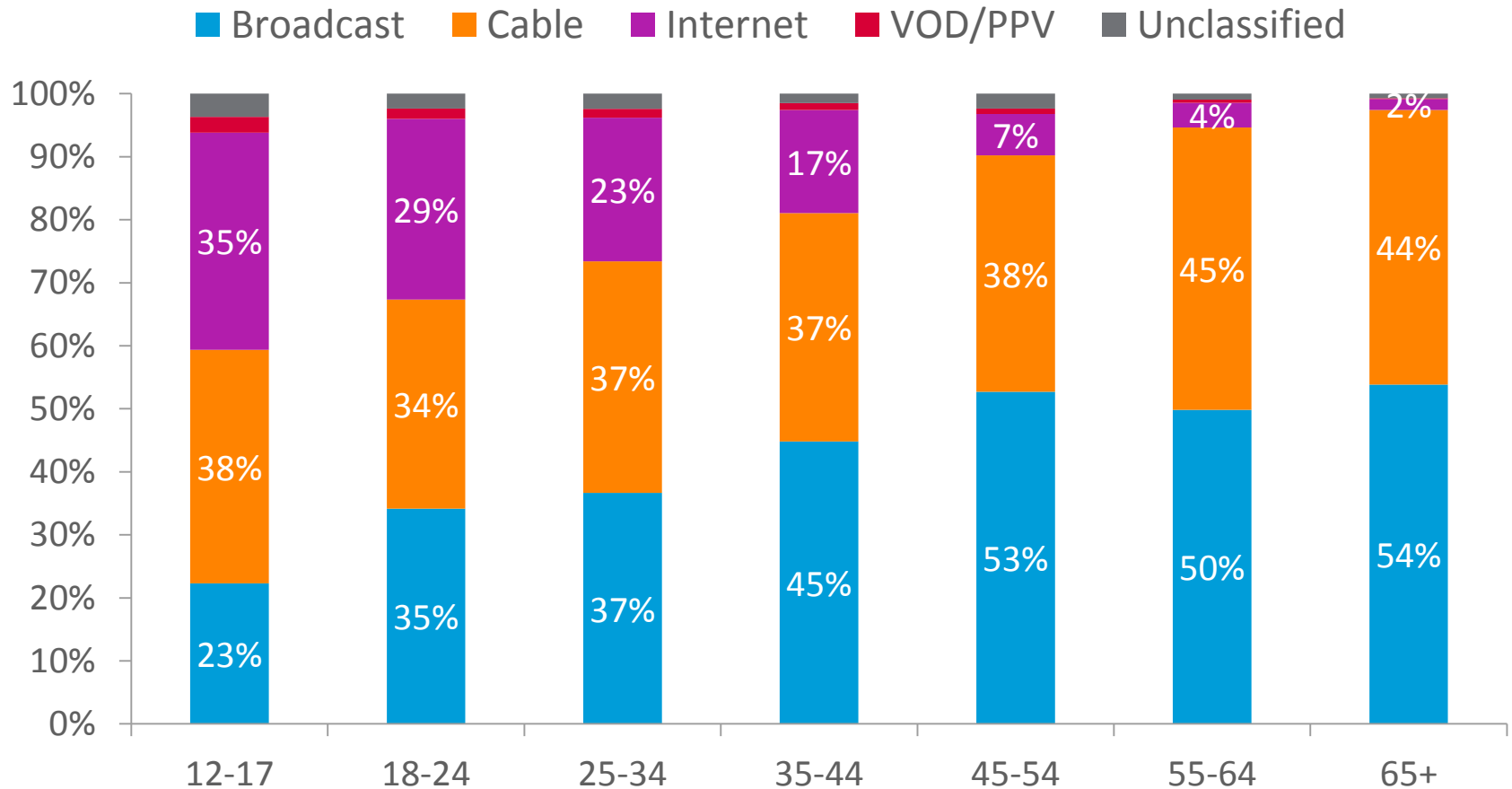
TOTAL WEEK (6A-6A)	TEST DATA WITH SET BASED RULES (PERSON LEVEL DIARY)		TV CURRENCY (SET BASED DIARY)	
	TV 1ST	TV 2ND	TV 1ST COMP (NOV 5-NOV 11)	TV 2ND COMP (NOV 19-NOV 25)
BAKERSFIELD				
PERSONS 18+	86.6 (696)	88.0 (604)	88.1 (232)	96.2 (202)
PERSONS 18-49	57.9 (357)	53.2 (331)	56.9 (130)	70.2 (111)
PERSONS 25-54	67.6 (347)	65.3 (318)	58.3 (121)	82.0 (111)
CHARLOTTESVILLE				
PERSONS 18+	54.4 (427)	57.3 (351)	89.4 (174)	80.2 (172)
PERSONS 18-49	34.6 (249)	34.7 (201)	50.8 (69)	44.6 (64)
PERSONS 25-54	39.8 (231)	41.0 (215)	62.0 (79)	58.7 (68)

Sample size is provided in parenthesis

Statistical testing is TBD—will be included in final report

TYPE OF VIEWING BY AGE

How does composition of viewing change by age of respondent? What portion of viewing was to streaming/online sources?



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WHERE DO WE GO FROM HERE?

WHERE DO WE GO FROM HERE?

- The goal of this test was primarily to determine if households would complete multiple
 - Secondly this was a proof-of-concept for the person-level TV diary
- Based on the Friends & Family Test and the Dual Media Dairy Test, the person-level TV diary appears to have promise
 - Listening levels were relatively comparable to those from the currency service
 - Diary entries in the new instrument looked reasonable
- Some minor issues that need to be addressed
 - The out-of-home viewing box was confusing—some respondents checked it any time they left the home, not just when they viewed TV out of home
 - Some respondents filled out DVR section (time-shifting) even when they were watching live
 - Many respondents didn't record an AM or PM associated with their time-shifted viewing—boxes were small and hard to see
- Next step would be larger scale testing of the person-level instrument

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