



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**APPENDIX A:**

**DPAA® AUDIENCE METRICS RESEARCH**

**DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: Adspace Digital Mall Network

Research Provider: The Nielsen Company

Commissioned by: Adspace Networks, Inc.

Dates fieldwork was conducted (month, year):

(Began): September 16, 2009 (Completed): October 8, 2009

**Purpose(s) of the study:**

- |                           |                                     |                         |                                     |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement      | <input checked="" type="checkbox"/> | Programming             | <input type="checkbox"/>            |
| Reach & Frequency         | <input checked="" type="checkbox"/> | Attitudes               | <input checked="" type="checkbox"/> |
| Advertising Effectiveness | <input checked="" type="checkbox"/> | Lifestyles              | <input type="checkbox"/>            |
| Total Venue Traffic       | <input type="checkbox"/>            | Product Purchase        | <input type="checkbox"/>            |
| Advertising Engagement    | <input checked="" type="checkbox"/> | Inter-media Comparisons | <input type="checkbox"/>            |
| Other                     | <input type="checkbox"/>            |                         |                                     |
- Please specify: \_\_\_\_\_

**Planned Study Frequency:**

- Quarterly     Semi-annual     Annual     Bi-annual     One-time
- Other:  \_\_\_\_\_



## DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

### Vehicle Audience Metrics:

Please indicate which dimensions of the medium's audience were measured. For each, describe in detail how the metric was captured:

- **Vehicle Traffic** Yes  No   
[Vehicle Traffic is Presence, being in the Vehicle Zone, a location from which the vehicle is visible, and when appropriate, audible]  
  
Respondents were shown a floor plan of the entire mall with all of the Adspace Mall Network Smart Screen locations marked in the mall corridors. Respondents were asked about their presence in any area or corridors where the Smart Screens are located.

---
- **Notice** Yes  No   
[Looked at the vehicle during the time for which the person was present]  
  
Respondents were asked Notice, the number of times they glanced at, watched or listened and total time glanced/watched or listened to the Smart Screens.

---
- **Vehicle Zone Dwell Time** Yes  No   
[The number of seconds the viewer is in the Vehicle Zone, a location from which the vehicle is visible, and if appropriate, audible]  
  
Respondents were asked the total time they spent in the mall this visit, in the mall corridors and in any area or corridors where the Smart Screens are located.

---
- **Venue Traffic Counts** Yes  No   
Source of Venue Traffic Counts:  
  
Adspace uses Gross Venue Traffic from another third party supplier (Scarborough)

---
- **Were any third party data used in this study, such as government, industry or venue owner statistics?**  
Yes  No   
If yes, please provide details of the source(s) used and how these data were applied:  
  

---
- **Vehicle Audience Calculation:**  
How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?



## DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

To estimate Smart Screen exposures, Adspace uses data collected from the Nielsen Custom On-Site Survey (demographics, vehicle zone presence, dwell time, and media engagement, etc.) integrated with the Scarborough mall traffic.

---



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

### Reach & Frequency Metrics:

Please identify the Reach and Frequency metrics provided, the data captured for this purpose and the method of calculation.

Reach and Average Frequency:

Yes  No

If yes, describe the data captured and the method of calculation used:

Frequency of past 4 week visits to this mall (and other malls with Smart Screens) was asked of mall visitors this visit. Frequency of visits is based on self-reported past 4 week visits, adjusted to eliminate a skew to frequent visitors.

---

Frequency Distribution

Yes  No

If yes, describe the data captured and the method of calculation used:

Data is provided broken by all the categories (age, gender, etc.)

---



## DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

### B. DETAILED METHODOLOGY REVIEW

#### I. Type of study design (please check all that apply):

- Probability sample [sampling units at every level selected randomly]
- Non-probability sample [one or more sampling units selected non-randomly]
- Stratified
- Clustered
- Other:   
Days and dayparts were selected PPS based on client-provided percentages. Mall Exits were selected PPS based on mall management estimates. Every nth person 12+ exiting the mall at sample exits was selected for an intercept attempt.  
\_\_\_\_\_

#### II. Data Collection Method (please check all that apply):

- For which metrics or metrics dimensions:
- |                                      |                                     |   |
|--------------------------------------|-------------------------------------|---|
| Personal Interview – in-home         | <input type="checkbox"/>            | _____   |
| Personal Interview-at work           | <input type="checkbox"/>            | _____   |
| Personal Interview – venue Intercept | <input checked="" type="checkbox"/> | For presence in zone, dwell time in zone, media engagement, length of engagement, ad recall, attitudinals, purchase behavior, party size, frequency of visits and demographics. |
| Technology-based passive counting    | <input type="checkbox"/>            | _____   |
| Manual passive counting              | <input type="checkbox"/>            | _____   |
| Internet                             | <input type="checkbox"/>            | _____   |
| Telephone                            | <input type="checkbox"/>            | _____   |



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

Mail

---

---

Other

Please specify:

---



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**III. Study Universe:**

Please enter the specific population to be represented (e.g., Total adults in the U.S, vs. individuals with defined characteristics, such as women in a given market, hotel guests, mall shoppers, etc.)

Persons 12+ visiting the installed Adspace Network malls.

---

**IV. Sample Frame:**

Please describe the base from which respondents/sampling units are drawn (e.g., telephone households, internet users, health club members, shoppers at a specific mall):

The initial frame consisted of 42 client-supplied malls installed with the next generation of Smart Screens. All Network malls are to be installed with next generation screens.

---

**V. Selection of Locations:**

Please indicate how geographic areas, venues and specific locations were selected for the sample:

Market	Venue	Specific Location Selection Rationale
<b>Total U.S.</b>		
Atlanta; Nashville; Harrisburg, PA; Lexington, KY; Los Angeles; Pittsburgh.	Mall	Systematic Random Sample selected after the sampling frame was sorted by DMARANK and then DENSITY (screens per common area square feet). Six malls were selected for 3 visits each.

Additional information on Selection of Locations attached.



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**VI. Selection of Individuals:**

Please indicate how individuals were selected at each of the selected sampling locations:

The exterior and internal (through anchor stores) exits were pre-identified for each sample mall. Sample exits were selected using systematic random sampling with probability proportional to the mall exit traffic probabilities provided by management. Four interviewers rotated among the assigned exits and every nth person 12+ exiting was selected for an intercept attempt. Target respondents were screened for leaving the mall at the time of the intercept.

---

**VII. Target Populations' Sample Size:**

Please enter primary targets and sample sizes. If sampling error estimates are available please append them to this document:

Demographic target	Sample Size
<b>Total Adults</b>	
Persons 12+	714 (preliminary)

Additional information on Target Populations' Sample Size attached.



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**VIII. Response Rate (for probability samples only):**

The number of completed interviews as a percentage of the originally designated respondents, less those disqualified, as recommended by AAPOR. A detailed response rate calculator can be downloaded from this page of AAPOR’s site:

<http://www.aapor.org/responseratesanoverview?s=response%20rate%20calculator> . A simplified version of this calculation follows:

Sample Disposition	% of Starting Sample
(a) Completed interviews/observations	714
(b) Incomplete interviews/observations	
(c) Refusals	
(d) Non-contacts among known eligibles	
(e) Non-response among other known eligibles	
(f) Non-response among sample of unknown eligibility	
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	0

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$5 cash incentive



## DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

### X. Was in-tab sample data weighted?

Yes  No

If yes,

Was probability of selection weighting employed?

Yes No

▪ Range: TBD to TBD

Was non-response weighting employed?

▪ Range: \_\_\_\_ to \_\_\_\_

Was sample balancing weighting employed?

▪ Range: \_\_\_\_ to \_\_\_\_

### XI. Are materials available for review?

Questionnaire forms Yes  No

Fieldwork instruction forms Yes  No



## DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

### Contacts

#### At Research Company

**Name:** Paul Lindstrom

**Email:** paul.lindstrom@nielsen.com

**Phone:** 646-654-8474

**Name:**

**Email:**

**Phone:**

#### At Commissioning Company

**Name:** Bill Ketcham

**Email:** bketcham@adspacenetworks.com

**Phone:** 646.367.5297

**Name:**

**Email:**

**Phone:**

---

**Submitted by:**

**Title:**

**Company:**

**Date:**

**Signature :**