



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**APPENDIX A:**

**DPAA® AUDIENCE METRICS RESEARCH  
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: GameStop TV Network

Research Provider: The Nielsen Company

Commissioned by: CBS Outernet (originally Reflect Systems Inc.)

Dates fieldwork was conducted (month, year):  
(Began): September 10, 2007 (Completed): September 30, 2007

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

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

**Planned Study Frequency:**

- Quarterly     Semi-annual     Annual     Bi-annual     One-time   
Other:  To Be Determined



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**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]  
  
The GameStop TV(s) are visible and/or audible at or near the cash register and throughout the store.

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- **Notice** Yes  No   
[Looked at the vehicle during the time for which the person was present]  
  
Respondents were asked Notice and Looked at, Watched or Listened to.

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- **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]  
  
On-site traffic enumeration

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- **Venue Traffic Counts** Yes  No   
Source of Venue Traffic Counts:  
  
\_\_\_\_\_

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- **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:  
  
\_\_\_\_\_

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- **Vehicle Audience Calculation:**  
How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?  
  
CBS Outernet visitor and viewer estimates are based on the Nielsen audience intercept survey factored to the current installed universe.

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## 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 3 week visits to GameStop (and EB Games) stores was asked store visitors this visit. Frequency of visits is base on self-reported past 3 week visits, adjusted to eliminate a skew to frequent visitors. Reach factored 28 days.

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### 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.)

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## 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:  Probability sampling for the time of day, day of week, week, site, exit (if more than one) and intercept selection probabilities.  
\_\_\_\_\_

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

- |                                      |                                     |  |
|--------------------------------------|-------------------------------------|--|
| Personal Interview – in-home         | <input type="checkbox"/>            | For which metrics or metrics dimensions:<br>_____  |
| Personal Interview-at work           | <input type="checkbox"/>            | _____  |
| Personal Interview – venue Intercept | <input checked="" type="checkbox"/> | For dwell time in store, media engagement, length of engagement, ad recall, attitudinals, purchase behavior, party size and demographics.<br>_____ |
| Technology-based passive counting    | <input type="checkbox"/>            | _____  |
| Manual passive counting              | <input checked="" type="checkbox"/> | For producing projectable traffic and audience estimates.<br>_____   |
| Internet                             | <input type="checkbox"/>            | _____  |
| Telephone                            | <input type="checkbox"/>            | _____  |
| Mail                                 | <input type="checkbox"/>            | _____  |
| Other                                | <input type="checkbox"/>            | Please specify: _____  |





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**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 GameStop TV Network universe of sites.

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**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 3,820 client-supplied GameStop stores.

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**V. Selection of Locations:**

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

| Market                       | Venue  | Specific Location Selection Rationale  |
|------------------------------|--|--|
| Total U.S.                   | Video Game Stores (in malls, shopping centers and freestanding buildings). | Sample stores were selected probability proportionate to size (PPS) based on annual transactions. The sampling frame was implicitly stratified by geography, sales volume groups and store brand history (acquisitions). |
| Total U.S. (25 sample sites) |  |  |

Additional information on Selection of Locations attached.



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**VI. Selection of Individuals:**

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

The number of exits was pre-identified for each site. If more than one exit (and not in close proximity to each other), a coverage plan was pre-determined either through rotating or staffing. Persons 12 years and older were approached by the field staff as they exited the site. The target respondent was screened for age and having spent time in the store this visit. One to two interviewers intercepted every nth person 12+ exiting the store for an interview attempt.

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**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+         | 574         |

Additional information on Target Populations' Sample Size attached.





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**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  | 574                  |
| (b) Incomplete interviews/observations   | 1                    |
| (c) Refusals   | 1006                 |
| (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 = $a / \{(b+c+d+e) + (g*f)\}$  | 36                   |

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$5 Cash incentive





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

Yes  No

If yes,

Was probability of selection weighting employed?

Yes  No

▪ Range: 1944.827 to 188643.4

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





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## Contacts

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**Submitted by:** Jesse London

**Title:** VP, General Sales Manager

**Company:** CBS Outernet

**Date:** October 23, 2009

**Signature :**

