



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**APPENDIX A:**

**DPAA® AUDIENCE METRICS RESEARCH  
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: Captivate Network

Research Provider: The Nielsen Company

Commissioned by: Captivate Network

Dates fieldwork was conducted (month, year):

(Began): April 27 - May 22, (Completed): September 14 - 25,  
2009 2009

**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 type="checkbox"/>            |
| Total Venue Traffic       | <input checked="" type="checkbox"/> | Product Purchase        | <input checked="" 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:  To Be Determined



## 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]  
  
Persons 18+ exiting the building throughout the day were asked about their rides in the building elevators since they last entered the building today.

---
- **Notice** Yes  No   
[Looked at the vehicle during the time for which the person was present]  
  
Riders were asked Notice screens in the elevators.

---
- **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]  
  
Riders were asked total time spent in the elevators since they last entered the building today.

---
- **Venue Traffic Counts** Yes  No   
Source of Venue Traffic Counts:  
  
On-site traffic enumeration of persons 18+ exiting the building.

---
- **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

Information from the on-site custom data collection (elevator rides, media engagement, total dwell time, demos) integrated with the exit traffic enumeration to produce average minute and gross minute exposures and audience composition to Captivate Network screens.

---



## 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 the sample building (and to other buildings with video screens in the elevators). 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: Probability sampling for the site, week, day of week (M-F), time of day, building exit points and intercept selection.

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

- |  |   |
|--|---|
| <p>Personal Interview – in-home <input type="checkbox"/></p> <p>Personal Interview-at work <input type="checkbox"/></p> <p>Personal Interview – venue Intercept <input checked="" type="checkbox"/></p> <p>Technology-based passive counting <input type="checkbox"/></p> <p>Manual passive counting <input checked="" type="checkbox"/></p> <p>Internet <input type="checkbox"/></p> <p>Telephone <input type="checkbox"/></p> <p>Mail <input type="checkbox"/></p> | <p>For which metrics or metrics dimensions:</p> <hr/> <hr/> <p>For riding in the elevators, self-reported ride time in the elevators, media engagement, frequency of past visits and demographics.</p> <hr/> <p>For producing projectable audience estimates.</p> <hr/> <hr/> <hr/> |
|--|---|



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

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 18+ working in or visiting Office Buildings in the U.S. and Canada.

### 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 848 Captivate-supplied Office Buildings (685 in US and 163 in Canada).

### 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>		
Total U.S. (30 buildings selected within 20 Markets) and Canada (16 buildings selected within 5 Markets).	Office Buildings	The sample frame was sorted by country, DMA rank and number of floors. Five buildings from each of the top 3 US Markets (NY, LA, CH), 15 buildings from all other US Markets and 16 buildings from Canadian markets were systematically selected.

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 number of building 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 18 years and older were approached by the field staff as they exited the site. The target respondent was screened for age, building staff and not working for a market research firm, in advertising or an ad agency. Two interviewers intercepted every nth person 12+ exiting the building for an interview attempt.

**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 18+</b>	1064

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	1064
(b) Incomplete interviews/observations	26
(c) Refusals	4558
(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 = $a / \{(b+c+d+e) + (g*f)\}$	19

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$15 gift cards (local coffee vendors)



## 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: 815 to 862,628

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 -- The Nielsen Company

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

**Phone:** 646-654-8474

**Name:**

**Email:**

**Phone:**

#### At Commissioning Company

**Name:** Scott Marden - Captivate

**Email:** smarden@captivate.com

**Phone:** 978-845-5098

**Name:**

**Email:**

**Phone:**

---

**Submitted by:** Scott Marden

**Title:** Research Director

**Company:** Captivate Network

**Date:** 10/23/09

**Signature :**