

DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

**DPAA® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Health Club Media Network - Digital

Research Provider: The Nielsen Company

Commissioned by: Captive Media, Inc.

Dates fieldwork was conducted (month, year):

(Began): June 15, 2010

(Completed): July 1, 2010

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 type="checkbox"/> | Lifestyles | <input checked="" type="checkbox"/> |
| Total Venue Traffic | <input checked="" type="checkbox"/> | Product Purchase | <input checked="" type="checkbox"/> |
| Advertising Engagement | <input 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]

Respondents were asked if they spent time in areas where you could see the HCMN digital screen(s).

- **Notice** Yes No
[Looked at the vehicle during the time for which the person was present]

Respondents were asked Notice - if they noticed the HCMN digital screen(s), and glanced/looked/watched (how long they glanced at, looked at or watched).

- **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]

The dwell time was based on time spent in area(s) where the HCMN digital screen(s) could be seen.

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

Representatives from a statistical sample of participating health clubs send attendance counts (member card swipes) directly to Nielsen each month.

- **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?



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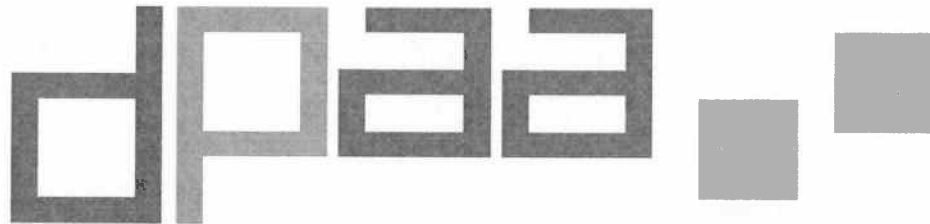
The average and gross minute exposures were calculated using Nielsen proprietary methods (consistent with DPAA guidelines) integrating the following estimates with separately collected Attendance data:

Notice

Presence in area(s) where the digital screen(s) could be seen among Notice

Dwell time among Notice and Spent Time





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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 week visits to the health club was asked. Frequency of visits is based on self-reported past 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 in standard demographic breaks (age and gender)





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B. DETAILED METHODOLOGY REVIEW

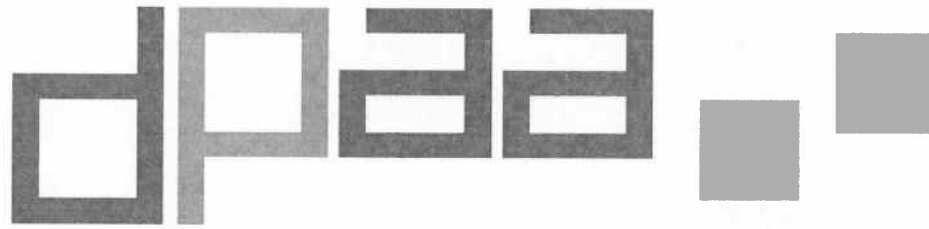
I. Type of study design (please check all that apply):

- 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 and site.

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

Personal Interview – in-home	<input type="checkbox"/>	For which metrics or metrics dimensions:
Personal Interview-at work	<input type="checkbox"/>	
Personal Interview – venue Intercept	<input checked="" type="checkbox"/>	To collect media engagement, presence in area(s) with digital screen(s), dwell time in digital screen area(s), demographics and qualitative information.
Technology-based passive counting	<input type="checkbox"/>	
Manual passive counting	<input type="checkbox"/>	
Internet	<input checked="" type="checkbox"/>	Attendance Collection (via online)
Telephone	<input type="checkbox"/>	
Mail	<input type="checkbox"/>	



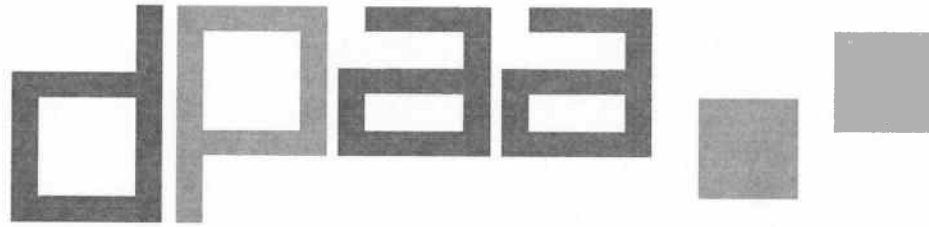


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Other

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 16+ visiting the installed HCMN Digital Network universe of health clubs.

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 468 client-supplied installed sites.

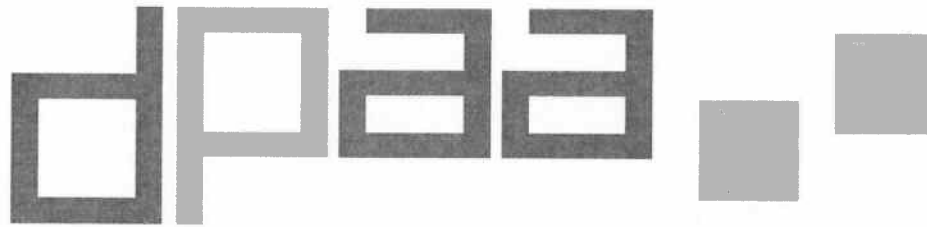
V. Selection of Locations:

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

Market	Venue	Specific Location Selection Rationale
Total U.S.		
20 clubs throughout the U.S.	Health Clubs	The sampling frame was stratified by Install Type, DMA and Number of Members.

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. Every nth person 16+ exiting the site was attempted an interview. The sample dayparts were half of the site open hours between 5:30 a.m. - 11:30 p.m.

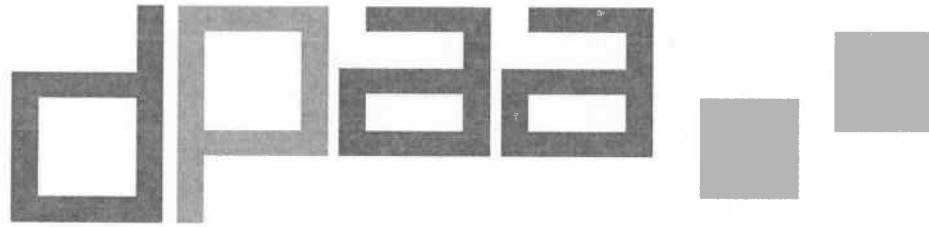
VII. Target Populations' Sample Size:

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

Demographic target	Sample Size
Total Adults	
Persons 16+	434
Persons 18+	428

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	
(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 = $a / \{(b+c+d+e) + (g*f)\}$	

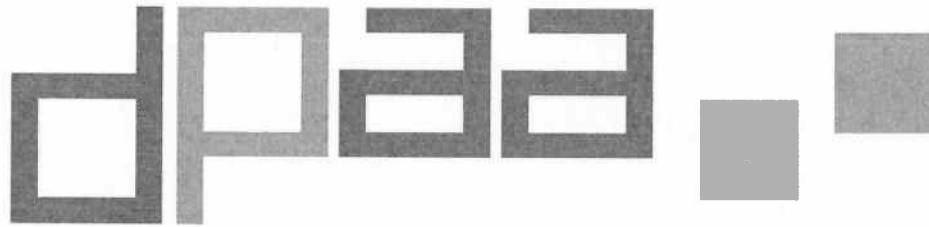
IX. Were incentives used?

Yes No

If yes, please describe:

\$5.00





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X. Was in-tab sample data weighted?

Yes No

If yes,

Was probability of selection weighting employed? Yes No

▪ Range: 721 to 18007

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:

David Rowley

Title:

President

Company:

Health Club Media Network

Date:

October 7, 2010

Signature :

A handwritten signature in black ink, appearing to be 'DR', written over a horizontal line.